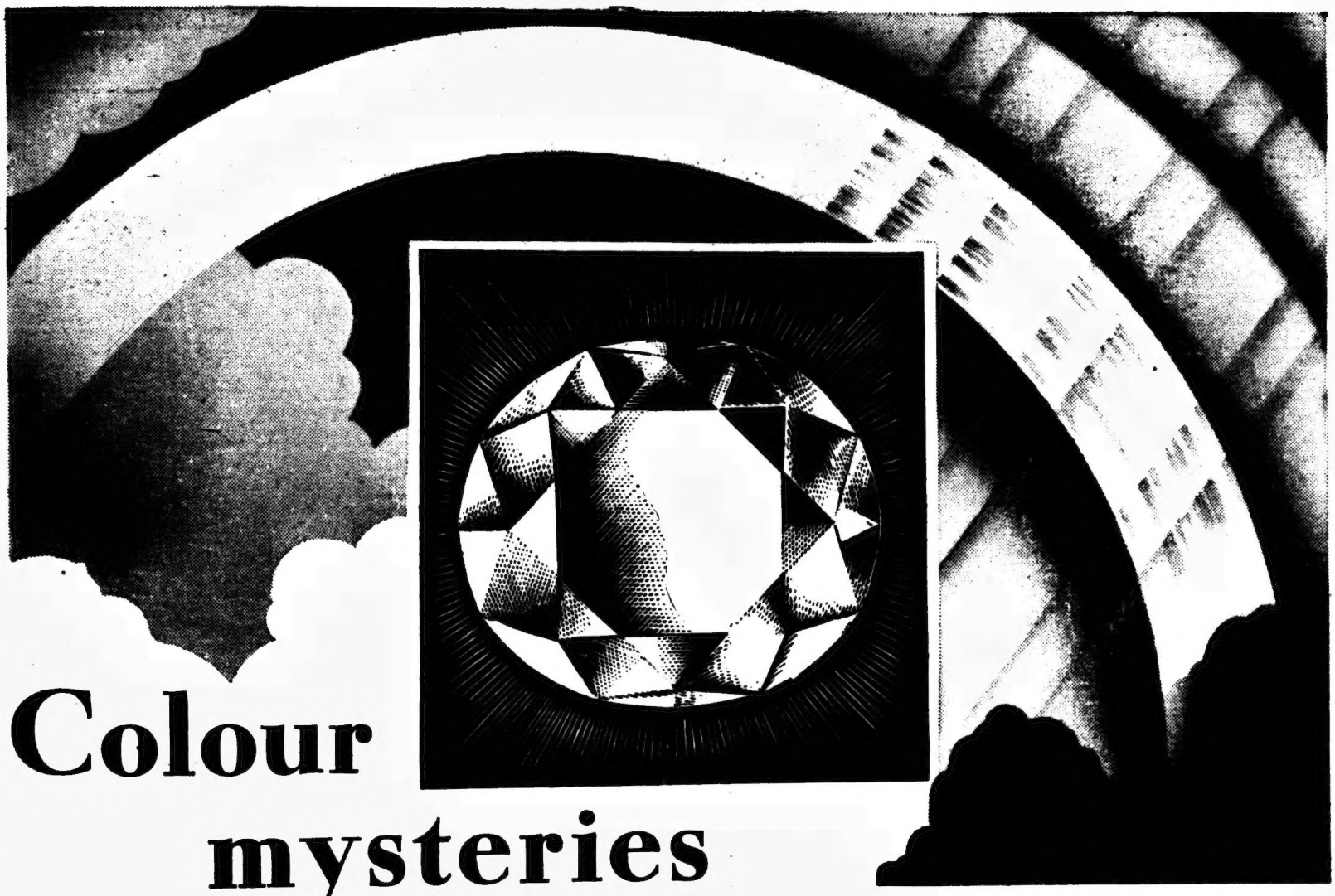
JOHN BULL, JULY 6, 1935

TWOPENCE.
Vol. LVIII.
1516.

LAST DAYS TO WIN WORLD CRUISE PENSION AND £1,000 SEE PAGES 42 & 43

# JOHN BULL



# Colour mysteries

## . . . Seven colours in the diamond's flash!

In the sparkle of a diamond you see all the colours of the rainbow. Why? Because white light is made up of seven colours, one of which is blue—and it is blue that corrects yellow to make white. Without blue, white would be greyish-yellow—the same greyish-yellow of white linens that have gone a "bad colour."

To renew the lovely whiteness of linens, you must have Reckitt's Blue in your last rinsing water every wash-day.

# Reckitt's BLUE

*Out of the blue comes the whitest wash!*

# STORM and FLOOD HAVOC—

# —are YOU safeguarded?

STREETS like fast-flowing rivers; many homes at the mercy of the raging torrents—inundated—the violent storms and severe floods which swept the country recently have played havoc in many thousands of homes, including those of many JOHN BULL readers.

Those readers who have had the forethought to signs forms similar to those below, for JOHN BULL'S Great Free Family Insurance Gift, have been able to turn to JOHN BULL for practical assistance in their distress. **JOHN BULL is the ONLY paper in the world to safeguard household effects against damage by Fire, Storm and Flood.**

JOHN BULL'S representatives are busily at work in the devastated areas ascertaining the damage to registered readers' household effects which mean *home*.

**As we go to press with this announcement the first reports have been received, and cheques are being promptly dispatched.**

JOHN BULL'S great Free Family Insurance Gift still has no parallel in newspaper Free Insurance. It leads the way—always—it is still the most practical, the most generous, and the most beneficial of all. Not only is JOHN BULL the only paper in the world to provide benefits for Fire, Storm and Flood Damage—JOHN BULL also is the ONLY paper in the world to pay benefits for Sickness and to add a 10 per cent. bonus to every benefit paid to registered readers of over three months' standing. And then there are such common everyday perils as Accidents in the Home and Garden. Accidents on the Sports Field, while Boating and Bathing, Children's Accidents—all these and more are covered by benefits provided under the JOHN BULL Free Family Insurance Gift. Sign the Forms below AT ONCE.

**"John Bull"—the ONLY paper to pay Fire, Storm, Flood and Sickness Benefits**

CUT HERE

**JOHN BULL**

*Hand* this Form to your Newsagent

To (Name of Newsagent).....

Address .....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature.....

Address.....

.....

..... Date.....

PLEASE WRITE CLEARLY.

J.B. 6/7/35

CUT HERE

**Post this Form to**

"John Bull" Registration Department, 122, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

.....

Reader's Signature.

Age.....

Address.....

.....

.....

Name and Address of Newsagent.....

.....

..... Date.....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return.

PLEASE WRITE CLEARLY.

J.B. 6/7/35


JOHN BULL'S SHOP WINDOW

A SQUARE GUARANTEE

MEN WITH SPARE TIME

YOUR OPPORTUNITY!

Lucrative spare-time occupation for men in regular work to represent one of London's oldest cash and credit houses supplying the finest values in Drapery, Clothing, Footwear, Household Goods, Toys, Jewellery, etc. Dignified, pleasant work, generous terms, no outlay. Wonderful range of samples supplied. Experience quite unnecessary. Every support given. Acknowledged the best steady spare-time agency of all. Early application advisable. Write for details NOW to The Staff Manager,

FREEMANS, Lavender Hill, London, S.W.11

The House of Quality.

CHANGE YOUR DULL GREY CONCRETE PATHS TO A RICH ATTRACTIVE RED

EASILY DONE BY APPLYING

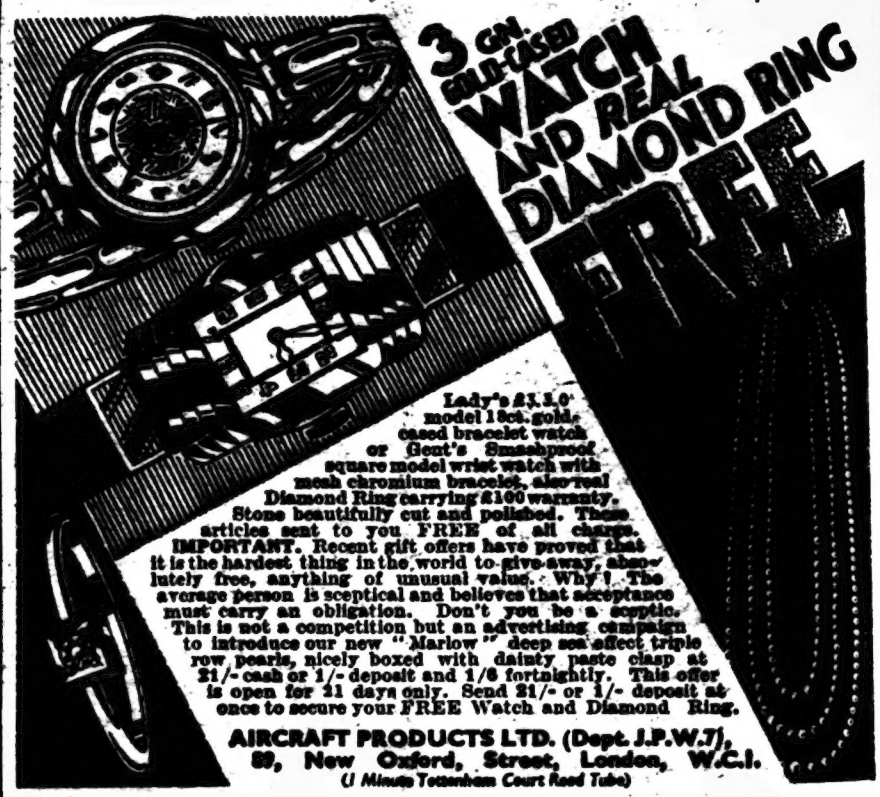
CARDINAL

—the polish that gives a rich red finish.

Also unrivalled for Red Tiles and Red Composition Floors. Will not rub off. Made by the makers of Hammerite Paints.

OF DEALERS EVERYWHERE

CF 6



3 GN. GILT-CASED WATCH AND REAL DIAMOND RING FREE

Lady's £3.3.0 model 18ct. gold-cased bracelet watch or Gent's Smashproof square model wrist watch with mesh chromium bracelet, also real Diamond Ring carrying £100 warranty. Stone beautifully cut and polished. These articles sent to you FREE of all charge. IMPORTANT. Recent gift offers have proved that it is the hardest thing in the world to give away, absolutely free, anything of unusual value. Why? The average person is sceptical and believes that acceptance must carry an obligation. Don't you be a sceptic. This is not a competition but an advertising campaign to introduce our new "Marlow" deep sea effect triple row pearls, nicely boxed with dainty paste clasp at 21/- cash or 1/- deposit and 1/6 fortnightly. This offer is open for 21 days only. Send 21/- or 1/- deposit at once to secure your FREE Watch and Diamond Ring.

AIRCRAFT PRODUCTS LTD. (Dept. J.P.W.7), 89, New Oxford Street, London, W.C.1.

(1 Minute Tottenham Court Road Tube)

JOHN BULL'S GREAT PEN... OFFER

CASH THE COUPONS

"JOHN BULL" PEN COUPON

This coupon with P.O. for 2/9, plus 3d. postage and insurance, entitles holder to receive a "John Bull" all-British self-filling Pen with **14-carat solid gold nib, iridium tipped, guaranteed 2 years.** Additional coupons up to four (any dates) may be saved and are acceptable in part payment, each counting as 3d. off the price. **You may send 5 coupons and P.O. for 1/9,** plus 3d. postage and insurance. *State if fine, medium or broad nib. Pocket clip 3d. extra.* Address: "John Bull" Pen Department, 27a, Floral Street, London, W.C.2.

VALUE 3d.

NERVOUSNESS

A Remarkably Interesting Book on Nervous Disorders Given FREE to all Sufferers!

Every nerve sufferer should send at once for a copy of my absorbingly interesting book, "The Conquest of Fear!" which describes a simple, inexpensive home treatment for Self-Consciousness, Blushing, Depression, Worry, Insomnia, Lassitude, Weak Nerves, Morbid Fears, and similar nervous disorders. The Rivers Treatment has achieved world-wide success, and is covered by a £1,000 Guarantee of genuineness and efficiency. A copy of this wonderful book, together with some of the most remarkable testimonials ever published, will be sent in a plain sealed envelope, without charge or obligation, to any sufferer. Write NOW and learn how to conquer your nervousness before it conquers you.

HENRY J. RIVERS (Dept. J.B. 16), 40, Lamb's Conduit Street, London, W.C.1

A 15/- FREE GIFT COUPON

HERE is a chance to save shopkeepers' profits. Hundreds of Cycles of all kinds, many fitted with Sturmey-Archer 3-speed gear and Dunlop tyres. Approval willingly, carriage paid. As an advertisement a 15/- Free Gift Coupon will be given to all who write for our FREE CATALOGUE

Chas. Ridley

INCREDIBLE OFFER! Everybody obtains this MINORETTA ACCORDION FREE!

This popular minor model instrument with a full scale of notes reproducing popular tunes is given absolutely FREE to every purchaser of 15 3-hole type, 100% Sheffield "Double Life" Razor Blades at 1/- post and packing 6d. This is another of our stupendous advertising "stunts" to popularize our famous blades. Simply send 1/6 now to receive your Minoretta Accordion and 15 Blades. No waiting. Immediate Dispatch. Nothing more to pay. Money refunded if blades are not equal to any 4d. blade obtainable, or Gift not approved of.

AIRCRAFT PRODUCTS LTD (Dept. A.J.29), 89, New Oxford Street, London W.C.1.

AMAZING PRICES!

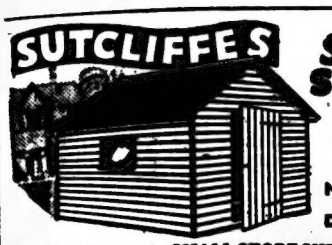
FREE DELIVERY BY RAIL

LIST POST FREE

T. BATH & C

Works: Herne Hill, Peckham Rye, Brixton & Thornton Heath

## SUTCLIFFE'S Store SHED from 2/9 MONTHLY



Design S.S.

DELIVERED on first payment. For storing Tools, Garden Implements, Cycles, Frames, etc. Built in 6 strong perfect fitting sections, easily the best value. Sent carriage paid. Roofing Felt supplied Free. (Floors extra.)

**SMALL STORE SHEDS from 20/-**

| Long | Wide | High | Cash | or 12 payments |
|---|---|---|---|---|
| 6ft. | 4ft. | 6½ft. | £1 10 0 | 2/9 |
| 7ft. | 4ft. | 6½ft. | 2 15 0 | 5/- |
| 10ft. | 7ft. | 6½ft. | 3 10 0 | 6/6 |
| 12ft. | 8ft. | 7ft. | 4 15 0 | 8/10 |

Send for Free Catalogue, Sheds, Sports Pavilions, Poultry Houses, Kennels, Greenhouses, Garages, Aviaries, &c.

F. & H. Sutcliffe Ltd., 82, Wood Top, Hebden Bridge, Yorks. London Showroom: 49-52, Oxford St., W.1.

## JOHN BULL'S SHOP WINDOW

## MEN'S FAVOURITE BUCKLE BOOTS

BLACK stout GLACE Kid UPPERS: buckle fastening. ENGLISH LEATHER sole, welted

**Real COMFORT**

Worth treble. ALL SIZES. 12 and 13 no extra.

*Send Cash, or pay postman C.O.D. if preferred.*

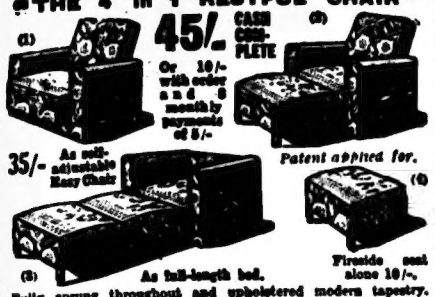
**8/11** Post 6d. extra.

Also Spring Sides (with elastic) 6d. Pr. ex. P. DAVIS Bandsworth Bootmaker, (Neville Dept.)

Also Lined Socks and Shoes Same Price.

96 to 99, UPPER ST., LONDON, N.1

## "THE 4 in 1 RESTFUL CHAIR"




45/- CASH COMPLETE Or 10/- with order and 8 monthly payments of 5/-

35/- As self-adjustable Easy Chair

Patent applied for.

(3) As full-length bed. (4) Fireside seat alone 10/-.

Fully sprung throughout and upholstered modern tapestry. Send for pattern book—post free. Own material if desired. Leg rest easily detached, useful as fireside seat. Call or send for illus. cat. J 1. Part carr. and pack. Eng. & Wales 2/6.

Cheques, Reg. Letters or Crossed P.O.'s to:—

NORTH BUCKS DIRECT TRADING CO., LTD., 52, Shaftesbury Avenue, Piccadilly Circus, London, W.1.

## YOURS for 3/- DEPOSIT

**PRISMATIC FIELD GLASSES**

Exceedingly powerful Prism Binoculars by Lemaire, Paris. 6x Magnification Wide View "Screw and Eyepiece Focus" Bending Bar. Damp and Dust Proof. Wonderful definition. Name of ship distinctly read five miles from shore. Complete in Brown English Leather Case with Slings. Send 3/- Deposit and 6d. for postage for Free approval. If satisfactory Balance payable 6/- monthly until 79/6 is paid or cash within 7 days 75/- only. Fully Illustrated List of Field and Prism Glasses Post Free.

10 gn. Model for 75/-

DAVIS & CO. (Dept. J.B. 128), 94-104, Denmark Hill, Camberwell, London, S.E.5

## ORCHESTRAL PIANO ACCORDIONS

8 ONE VALUE FOR 48/6

YOURS for 3/- DEPOSIT

Real Piano Accordions at Specially Reduced Prices. Piano Finished Cabinet. Steel Reeds, Metal Bound Bellows, Triple Chord Action. Complete with Shoulder Strap. 21 Piano Keys, 8 Basses. Send only 3/- Deposit, Balance payable 5/- Monthly until 52/- is paid, or Cash within 7 days 48/6 only. Write for illustrated List of Models with 25 Keys, 12 Bass; 25 Keys, 24 Bass; 34 Keys, 48 Bass; 41 Keys, 120 Bass, etc., etc. All on equally attractive Terms.

J. A. Davis & Co. (Dept. J.B.7), 94-104 Denmark Hill, London, S.E.5

## SPECIAL OFFER 2,000 LADIES' SKIRTS 5/- EACH POST FREE

Available in fine selection of Plain Woollen Fabrics and Fancy Tweeds. Smart Fashionable Wrap-Over Styles. In Blue, Green, Brown, Navy and Black. Sizes—W. and O.S. Lengths—30, 32, 34 in. Send P.O. for 5/- to-day and state size and colour required. Ask, too, for particulars of G.U.S. spare-time money-making scheme. Post to Dept. 218.

GREAT UNIVERSAL STORES LTD Ardwick MANCHESTER

## IT'S HARD TO REACH THE SUMMIT OF MOUNT EVEREST— BUT IT'S EASY TO REACH EXTRA MONEY WEEKLY WITH AMPRICO CARDS

The **Amprico** method of adding to your income gives an agent **numerous advantages** not found in other spare-time propositions. Become an agent for our **6d. Treble Value Club Cards** which sell at sight. You will find this is the **easiest, simplest and most** enjoyable way of adding to your income. **No capital or experience is needed** and we pay all our **agents commission weekly.**

Everything is made easy for you—everything necessary provided free.

Our Huge Resources have enabled us to make our offer so attractive that many of our agents earn **over £3 weekly for spare time work that is no trouble.** We definitely claim that this is the **Finest Agency Proposition.**

**LIVE AGENTS WANTED TO DRAW BIG MONEY EVERY WEEK!**

*Remember delay means lost opportunities. This is your great chance—send off at once for Complete Details.*

To **AMBLER PRICE & COLE LTD.** (Dept. J.B.) Amprico House, Acton Lane, LONDON, N.W.10.

*Travellers required to appoint Agents (all districts). Salary and Commission.*

Please send me details explaining how, as your Agent, I can make substantial sums in my spare time, also forward me your illustrated catalogue.

NAME .....
(BLOCK LETTERS)

ADDRESS .....
(BLOCK LETTERS)

Post in unsealed envelope (½d. stamp). J.B.149. 6.7.35.

**FILL IN & POST THIS COUPON.**

## DISPOSAL OF 20,000 U.S.A. DIAL TYPEWRITERS

TO CLEAR 10/6 POST FREE

At last here is a typewriter that we can all afford to obtain. Standard Typewriters are beyond the ordinary purse, but we are offering this famous model which will enable you to type your own letters neatly and without previous experience owing to the special revolving disc. Fitted with spacer, release catch, double rollers and paper controller. Completely automatic action. Finished in black Japan, lined in gold and red. Clearance price 10/6, post free. Money refunded if not satisfied.

AIRCRAFT PRODUCTS, LTD (Dept. J.T.W.1), 89, New Oxford Street, London, W.C.1. (1 minute Tottenham Court Rd. Tube)

## SOUTH WESTERN

GREENHOUSES

| L. | W. | Cash. | Down. | 12 Pts. |
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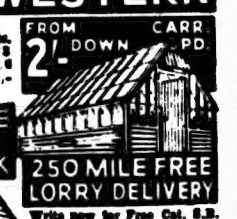
| 6 | 5 | 67/6 | 7/6 | 4/6 |
| 10 | 6 | 92/6 | 8/6 | 7/6 |
| 15 | 8 | 160/- | 5/- | 13/- |

ALL SECTIONAL

FROM CARR PD 2/- DOWN



IMMEDIATE DELIVERY FROM STOCK

250 MILE FREE LORRY DELIVERY

Write now for Free Cat. S.S. (Sheds, etc.) G.H. Greenhouses MOTOR HOUSES.

| L. | W. | Cash. | Down. | 12 Pts. |
|---|---|---|---|---|
| 8 | 6 | 61/- | 6/6 | 5/6 |
| 10 | 7 | 89/6 | 8/6 | 8/2 |
| 13 | 7 | 169/6 | 8/- | 16/- |

SOUTH WESTERN APPLIANCE CO. 1929 Ltd. Dept. J., Hugon Rd., Fulham, S.W.6. Ful. 1121 (5 lines)

## ALGERNON WILLIE AUGUSTUS WIFFLESNOOP JOHN

or whatever your name, or wherever you live. Here is a grand opportunity for YOU! RAWLINGS, the old established and reliable Firm have vacancies for ladies and gentlemen to organise their XMAS CLUB: CONFECTIONERY, DRAPERY, CUTLERY, BOOKS, FOOTWEAR, TOYS, etc., etc. The largest selection in the trade. Unrivalled for QUALITY and SERVICE. AGENTS apply NOW for 250 page ART CATALOGUE. SPECIAL TERMS, GIFTS, etc., etc. Satisfaction guaranteed.

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## COVENTRY CYCLES 57/6 LOW EASY TERMS

Don't pay Agents' prices. Buy direct from Coventry, and SAVE ONE POUND and more. Sports, Lightweights, and 3 Speeds, on approval, carriage paid. Forty years' advertising in this paper, and thousands of satisfied customers. Get my free Catalogue now.

Edwd. O'Brien, Ltd., Dept. 3, Coventry

## RUPTURE SAFEGUARDED with "CAMPOLASTIC"

Over 20,000 people satisfied.

Single 12/6 Double 17/-

RECOMMENDED BY DOCTORS.

The new 'Campolastic' Air Pad unpuncturable. Customers write: "The best and most serviceable appliance." Money returned if not satisfied. FREE to National Health Insured. Send for particulars POST FREE.

(Close Saturdays 1 p.m.)

C. A. MACBETH (J.B.28.)

194, ST. JOHN'S HILL, CLAPHAM JUNCTION, LONDON, S.W.11. Bat. 4247

## IF YOU ARE EXPECTING A BABY

**30/-** IS ALL YOU NEED PAY ME FOR THIS WONDERFUL IMPROVED HOME-MADE LAYETTE. A GUARANTEED BARGAIN.

Modern Short Lengths or usual Long Clothes 75 MAGNIFICENT GARMENTS (for Winter or Summer Baby). Silk and Wool Shawl, Emb. Robes, Lawn or Wincey Day Gowns, L'Cloth, Flan. or Wincey Nighties, Best Wool Vests, Back-Flannels, Hand-Knit Woollies, Mat. Coats, Binders, Trunk-Sets, Turk. Napkins, etc., etc.

SEND 2/- FOR PARCEL ON APPROVAL. Bat. Cash or Terms. Mrs. J. B. HOWARD, 66, Dover Road, Portsmouth.

A Recent Purchaser writes: "What beautiful clothes! As a dressmaker I fully realise that had I made them at home, or bought from shops, the layette would have cost three times the money."

## 1/- DEPOSIT SECURES THIS 18 CT PLATED DRESS HUNTER

Undoubtedly one of the most handsome watches of the 1935 Swiss Exhibition. To its credit 7 "ancre de precision" medals stamped on extra inside dust-proof case. Highly polished. 18ct. plated, modern chased case, incorporated to prevent wear and scratching. Thin and neat for dress and everyday wear. Unbreakable inside glass. Accurate Geneva lever movement. Timed, tested and guaranteed 10 years. Sent for 1/- down, balance 1/6 fortnightly, until 25/- is paid in all. Cash or within 7 days, 23/6. 5/6 Dress Chain can be added to account without extra deposit.

AIRCRAFT PRODUCTS, LTD. (Dept. J.H.I.22), 89, New Oxford Street, London, W.C.1

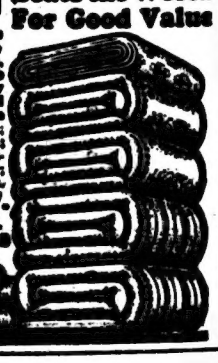
## BUY AT WORKS PRICE

56/6 OR 7/6 WEEKLY

Don't pay shopkeepers' prices! Save at least £1 by buying from actual makers. For only 53/6, or 1/6 weekly, we offer you an All-British guaranteed-for-ever Cycle fully equal to anything in shops at £3-10-0. Carriage paid on 7 days' free trial. SEND FOR FREE CATALOGUE which pictures and describes a magnificent range of Lightweights, Roadsters, etc. Costs you nothing—Saves you pounds.

MOORHOUSES, Dept. 22, PADIHAM, LANCS.

## GRAVES Fine Quality Sale Beats the World For Good Value



Two finest British pure White All Wool Blankets of level texture, with neat borders, whipped ends. 66 x 88in; 7½lb pair; Two All White luxury Fleecy Blankets with whipped ends, 60x90in, 4lb pr; Two pure White Pillow Cases, 20 x 30in; One Bolster Case, 20 x 30in; Two Grey Bolton Twill Hemmed Sheets, 70 x 99in, 4lb pair; One Alhambra Quilt, 72x90in. Complete, Carriage Paid. 2/6 Row, 2/6 Monthly. Drapery Catalogue Free. J. G. GRAVES LTD. SHEFFIELD

3/6 NOW

## Put it in a THORNS PORTABLE BUILDING

Whatever your need, Thorns have the building you want! Made entirely with planed timber, too, and trebly strengthened with "Strongess" steel braced corners. The extra quality and finish cost no more and you can bolt together the sections yourself. All Fully Guaranteed, for Cash or on Confidential Terms. Send to-day for FREE Catalogue No. 46.

**SPAN ROOF GARDEN SHEDS**

| Long. | Wide. | High. | Cash Price. | Down. | Mthy. |
|---|---|---|---|---|---|
| 6ft. | 4ft. | 6ft. | 42/- | 3/6 | 3/11 |
| 7ft. | 5ft. | 6½ft. | 56/- | 3/9 | 5/1 |
| 8ft. | 5ft. | 6½ft. | 61/- | 4/- | 5/6 |
| 9ft. | 6ft. | 6½ft. | 73/6 | 4/6 | 6/8 |
| 10ft. | 7ft. | 6½ft. | 88/-. | 5/9 | 8/- |
| 12ft. | 8ft. | 7ft. | 109/- | 5/- | 9/10 |

Garages 83/6. Greenhouses 55/-.

Beach Huts, Garden Shelters, Bungalows, etc. CATALOGUE No. 46 FREE.

*Felt Roof Sheds 22/-*

*ALL DELIVERED FREE or sent carriage paid in England and Wales*

J. THORN & Sons Ltd., Box 46, Brampton Rd., Bexleyheath Kent.

## FREE 5000 Cases of Wines £2000 in CASH

Full particulars post free to all Xmas Club Agents sending for our famous "Gifts of Happiness" Catalogue. Guaranteed goods. No outlay. Highest Commission. Early delivery. Write now:—STANTAN LTD. DEPT. A, BRIGHOUSE, YORKS.

# GIGANTIC GIFT

## THE "DAILY HERALD'S" WONDERFUL GIFT

HERE is an illustration of the "STREAMLINE" Half-Guinea Writing Set, containing a full-size, self-filling Fountain Pen, with 14-ct. gold nib, iridium tipped. The pen is fitted with the latest style pocket clip and is accompanied by a TWO YEARS' GUARANTEE! The companion pencil contains refills and has also the latest style pocket clip. Each set reposes in a handsome satin-lined presentation case.

### SIMPLE DIRECTIONS

This scheme is open only to bona fide NEW readers of the "Daily Herald," *i.e.*, those who have NOT taken the "Daily Herald" for the past month. The Presentation Writing Set must be applied for on the official Voucher, sent upon receipt of Reservation Form and Label. Each applicant is required to send in with the Gift Voucher 48 serial numbers cut from 48 separate daily issues of the "Daily Herald." Serial numbers will be found each day in the top LEFT-HAND corner of the FRONT PAGE. APPLICANTS ARE ALSO REQUIRED TO AFFIX EACH WEEK FOR EIGHT WEEKS ONE 1½d. STAMP TO EACH OF THE EIGHT SQUARES PROVIDED ON THE GIFT VOUCHER. THERE IS NOTHING MORE TO PAY—YOUR PRESENTATION WRITING SET, AS SOON AS YOU HAVE QUALIFIED FOR IT, WILL BE DESPATCHED FULLY INSURED AND POSTAGE PAID TO YOUR HOME. This offer is limited to the first 100,000 applicants. Each applicant must see that his or her newsagent holds a written order for the regular and uninterrupted supply of the "Daily Herald." No person may qualify for more than one Presentation Writing Set and no Writing Set will be awarded to more than one member of a family living at the same address. This offer applies only to those residing in Great Britain, Northern Ireland, and Irish Free State. Applicants from Irish Free State are required to pay any charges that may be levied.




Here is a reproduction of the TWO YEARS' GUARANTEE which is sent with the pen in this Writing Set.

## *Your Wonderful Half-Guinea Gift*

## THE "STREAMLINE" FOUNTAIN PEN

**Made from a wonderful new unbreakable material in glowing colours giving rich pearl effects in Black, Brown and Old Gold.**

**14-carat Solid Gold Nib tipped with costly Iridium.**

**Modern Sunk-Lever Self-filling Device.**

**Handsome Latest Style Pocket Clip.**

**Streamlined Head and Barrel.**

**Special Screw-on-Cap Nib Protector.**

**Two Decorative Inlaid 12 carat Rolled Gold Bands.**

## THE "STREAMLINE" PROPELLING PENCIL

**Made from a wonderful new unbreakable material in glowing colours giving rich pearl effects in Black, Brown and Old Gold.**

**Non-overturnable Propel, Repel and Expel Movement.**

**Handsome Latest Style Pocket Clip.**

**Rigid Point.**

**Streamlined Barrel and Point.**

**Special Lead Container with Screw-on Cap.**

**Extra Leads.**

# SENSATION!!

## *This Superb*

# 10/6 WRITING SET

## *for 'John Bull' readers*

## WRITTEN TWO-YEAR GUARANTEE ACCOMPANIES EACH PEN

**A magnificent, exquisitely designed, sunk-lever, self-filling Fountain Pen, GUARANTEED FOR TWO YEARS, and a beautiful companion Propelling Pencil —THE HALF-GUINEA "STREAMLINE" WRITING SET—that is the splendid lifetime GIFT which the "Daily Herald" this week makes to "John Bull" readers to celebrate AN AMAZING WORLD RECORD—the sale for over two years of over 2,000,000 copies every day.**

THIS de luxe Writing Set is the very last word. The fountain pen is fitted with a real 14-carat solid gold nib tipped with costly iridium—thus ensuring a perfect point with years of writing service. The barrel is beautifully fashioned out of a wonderful new unbreakable material, in glowing colours, giving rich pearl effects in Black, Brown and Gold. The pen has the latest style clip and is embellished with two inlaid 12-carat rolled gold bands. The ever-pointed companion pencil is in the same attractive design and colours as the pen. It is fitted with the latest style clip and has a specially non-overturnable Propel, Repel and Expel Movement. There is a lead container at the top of the pencil and extra leads are provided. Both the pen and pencil are of a beautiful modern streamline design. The Set complete is presented in a magnificent Case—satin-lined and grooved, and lavishly decorated in colours and gold.

This exquisite Writing Set reposing in its fine case is outstanding for its sheer beauty and writing luxury.

It is a set anyone would be proud to own—you'll be proud to carry it about with you and use it anywhere—It's a Gift in a thousand.

All you are asked to do to secure this great Gift is, as a NEW reader, to give the "Daily Herald" a fair trial. In return we will present you with one of these superb Half-Guinea "STREAMLINE" WRITING SETS. **There is no catch—there are no hidden conditions.** The full simple directions are set out on the opposite page. We could not afford to make such an offer as this were we not confident that once you have given the "Daily Herald" a fair trial you'll want to continue as a regular reader.

The fact that the "Daily Herald" has captured the imagination of over 2,000,000 families—the fact that it has risen in a few years from a comparatively small sale to the largest sale in the world—is in itself a powerful reason why you, too, should see what there is about it that makes such an irresistible appeal.

**Everyone reads a daily paper and it will put you to no extra expense to take the "Daily Herald" while you are at the same time qualifying for your superb Half-Guinea "Streamline" Writing Set.**

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# JOHN BULL



## *Without Fear or Favour*

# The POLICE and Mystery Deaths

WE welcome the controversy that has arisen as to whether the police have a right to make their own investigations into the cause of a suspicious sudden death, independent of the enquiries of the coroner's officer.

In taking this course they are clearly not usurping the coroner's powers, though, as we have repeatedly said in the past, those powers are far too omnipotent and the sooner they are curtailed the better.

Indeed, we have often quoted instances to show that justice has not been done by the observance of the dangerous practice of "leaving everything to the coroner."

Now it is the police themselves who have, by a revolutionary change of procedure, decided to act on their own behalf where they consider the circumstances of the case warrant it.

This has given Mr. W. Bentley Purchase, one of the ablest and most experienced of London's coroners, a very severe shock.

So much so that when he learned at an inquest last week that Scotland Yard had instructed the Metropolitan detective forces to make their own enquiries into suspicious sudden deaths, Mr. Purchase strongly criticised this action as being an unnecessary duplication of the investigation of the coroner's officer.

"I heartily disapprove of what I have heard of this system," he said. "In the case of a sudden death—where a police enquiry is necessary, up to the present it has been made by coroners' officers, who are officers carefully chosen. Now there is an order that the C.I.D. have to do that work all over again, either in front of the coroners' officers, or behind them."

Quite obviously there is a misconception somewhere of the instruction circulated from the Metropolitan Police headquarters throughout the Criminal Investigation Department.

We have gone to pains to clear it up, because, whether the coroners like it or not, we hope and believe the new system has come to stay.

It is in no sense a reflection on the routine work of the coroners' officers—rather is it an additional aid to coroners; another instrument of public safety.

☆ ★ ☆

Incredible as it may seem, detective officers in the past have not been informed of a sudden death—though, later, suspicious circumstances may arise—until the inquest has been held.

Reports of sudden death went to the uniformed branch of the police, and were passed on to the coroners' officers for their action. Unless there was something obviously unaccountable about a death, the C.I.D. chief of the area was not informed.

Result: There was a lapse of several days during which detectives could have been employed in collecting statements which subsequently might have been used as a basis of a prosecution.

**Without question, persons who had committed grave offences against the criminal law escaped because of the time lost in passing information from the coroner's officer to the C.I.D.**

Consequently in one police division a move was made to remedy this deficiency. The detective chief arranged that his department should be notified of sudden deaths at the same time as the coroner's officer. As a result in several cases, which would not otherwise have been revealed as "suspicious" until the inquest, he was able to help the coroner in a material way.

A prosecution at the Old Bailey a few weeks ago brought the matter to a head.

A woman died in her South London home, and a verdict of "death from natural causes" was returned at the inquest. Afterwards the woman's husband made a voluntary admission that he had been responsible for her death in peculiar and distressing circumstances. He was charged with murder, but was found guilty of manslaughter and duly punished.

Following that case, the question of the C.I.D. holding an enquiry into sudden deaths was reviewed at a Scotland Yard conference. Another factor considered at the same time was the disquieting number of mysterious deaths, during the last few months, for which no adequate medical reason could be given.

The sequel to that conference was the new order.

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Now the position is clear and regularised. When a sudden death occurs the coroner's officer is notified, and so, too, is the appropriate C.I.D. chief.

If, quite obviously, the death is one due to accident or natural illness, then the C.I.D. man does nothing. But, should the circumstances be the least bit unaccountable, a detective carries out enquiries independent of those of the coroner's officer.

This method means that the detective is on the spot *at once*, instead of awaiting the discretionary call of a coroner's officer or the finding of an inquest.

That *at once* is of supreme value in crime detection. It may easily mean the difference between the escape of a criminal or his trial and punishment.

Good results have already followed the new order. In several divisions of London detective officers have been able to secure early and important statements from witnesses, who could not have been found if there had been any sort of delay in following up a tragic death.

Because of this speed of enquiry—which would not have operated under the old regulations—criminal cases will be brought to trial.

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All too frequently, as we have shown in the past, the proper function of the police has been seriously interfered with by the indiscretions and delays of a coroner's court. Even murderers, as we revealed, have escaped in consequence.

We think that nothing but good can come of Scotland Yard's new order. It follows along the lines of amendment of procedure in coroners' inquests which we have long advocated in these columns.

Really it means that the police do more of their rightful work, while less is left to the extraction of evidence at an inquest.

**We go further and say that what's good for London is good for the rest of the country. The provincial police will do well to follow Scotland Yard's lead.**

STRAIGHT FROM THE SHOULDER . . .

# Pity the Mother who Did a Terrible Thing

## More Hard Knocks for Jerry

## Kill your Dog—or Quit!

THERE can be no doubt of the widespread feeling of pity for Mrs. Bourne, "the 32s. a week mother" who has been sentenced to three years' penal servitude.

The many letters we have received show now strongly our readers feel that this unhappy woman is really a victim of the present economic conditions.

We need recall only the bare outline of her sad case here.

### The facts

Mrs. Amy Bourne, aged twenty-nine of Margate, was charged at Kent Assizes with attempting to murder her two children. The prosecution told how she was living with her unemployed husband in her mother's house, receiving 32s. a week benefit.

She had been depressed, and when her husband returned from the employment exchange on June 7 he lost his temper becausc one of the children cried. There was a quarrel, Mrs. Bourne apparently felt that life had become intolerable, and when the husband left she shut the windows and turned on the gas.

The door was forced and Mrs. Bourne and her two children were rescued.

### Her good character

At the trial, a detective gave the unhappy woman a good character and said her position was due to adverse circumstances.

"They were not so adverse," commented Mr. Justice Charles. "It is not a case of extreme and terrible poverty which one sometimes finds. It is a case of lost temper, I am afraid."

He thereupon sentenced the prisoner to three years' penal servitude, upon which she collapsed.

### Our readers say—

Many of our readers agree with the judge that her tragedy hinged on "lost temper." But one letter asks the following: "Is reporting at employment exchanges likely to produce sweet tempers? Can a hopeless, soul-crushed father smile when his baby frets his desperate nerves? Can such harassed couples refrain from quarrelling?"

### Poverty's despair

And. as we expected, our readers are quick to point out that though Mrs. Bourne was not the victim of extreme poverty, according to Mr. Justice Charles, her poverty was real enough. Certainly 32s. a week for a family of four can hardly be regarded as adequate.

We hasten to point out that Mr. Justice Charles has shown the utmost compassion when dealing with the victims of extreme penury.

### The real tragedy

Nevertheless, we fully endorse the general view that Mrs. Bourne might have been dealt with more leniently.

The greater tragedy is that there are thousands enduring the same irksome conditions which caused her to become depressed and to commit, in a moment of anger, her terrible offence.

And that is a problem, not for any judge, but for the statesmen.

### Now for action!

Lord Cecil, in announcing the final figures of the Peace Ballot, agrees with the view expressed in last week's JOHN BULL—that the Ballot is not an end but a beginning.

We must now see that the Cabinet carries out the declared wishes of the people. Britain's great influence in world affairs must be wielded wholly in support of the League of Nations.

There must be no more wavering and shilly-shallying. There must be firm insistence on disarmament and League obligations.

### A great chance

That is largely up to us. At the coming General Election we must unhesitatingly vote against any candidate who fails to pledge himself to work for those aims. And we must do that irrespective of our Party leanings.

*Mr. Justice Charles, who sentenced Mrs. Bourne*

### Muddled thinking

On the other hand, there is Captain Unwin, of Stafford, who is pleading for conscription. "We don't want another war, but we do want discipline," he explains. So, apparently to get us nicely subservient to authority, he thinks we should all be forced to serve two years with the Colours.

If he thought a little more he might reflect that the conscription in force on the Continent is not only a sign of the militarism which is sweeping Europe, but is helping to foster it. And that militarism is likely to plunge us into another mass slaughter, whether the captain wants it or not.

### Our audacity

We must admit, however, that most of us are undisciplined. Civilians fail to touch their caps to officers, we grumble about bad housing and low wages, and we even criticise the Government.

In entirely disciplined States like Germany and Italy we should be imprisoned or beaten to death for such audacity.

So let us all ponder what we are missing through our old-fashioned independence!

### Ministry of Munitions again?

We understand, by the way, that the Government is proposing to set up a skeleton Ministry of Munitions.

This would be available for immediate expansion in the event of war and secure some control over the arms industry.

But as it would leave untouched the question of international trading in arms, we say emphatically that a much more drastic decision is wanted.

### Jailed for poverty

We have often accused Fife County Council of being the most backward public body in the country. So we feel no surprise, though a good deal of indignation, at seeing that several unemployed men have been jailed for failing to pay the council's rates, one of them a man of seventy.

M.P.s are bitterly protesting, but we fancy the Fife County Council is too callous to be moved by criticism. We can only regret that people who "kick a man when he's down" cannot themselves be kicked.

### War on dogs

And Huddersfield Corporation, presumably having nothing else to do, is waging war on cats and dogs. Unless the 3,000 tenants of its housing estates part with their pets, they may receive notice to quit.

We can find no excuse for this impertinent and petty example of intolerance.

We understand, however, that there is no intention to deprive wealthy folk of their pampered pets.

### Hotter for Jerry

Thanks to JOHN BULL'S campaign, the jerry-builders of the New England are now getting plenty of hard knocks.

Our latest ally is the *Daily Telegraph*, a Conservative organ, which we congratulate in this case on shedding a little of its Conservatism.

Indeed, it has been greatly daring in throwing open its correspondence columns for a discussion on jerry-building.

Sir Kingsley Wood, the new Health Minister, should watch that discussion. Soon, we are sure, he will have to protect house-buyers through the sheer weight of public opinion.

### Inspections to welcome

An excellent move in this direction has been made by the Brierley Hill Council, Staffs, in appointing a building inspection committee to safeguard the interests of house-purchasers.

"We are not going to allow this district to become the happy hunting-ground of the jerry-builder," says the chairman.

We wish all other authorities had the same public-spirited determination.

### Where grafters lose

Southgate, though, is also concerned about the matter. One member of the council wants the latter to give expert advice to buyers.

Another declares that fortunately the jerry merchants cannot "arrange" with the building inspectors in Southgate as they could in other places, the mayor adding that it costs £200 more to build houses in Southgate than in a neighbouring district.

We are glad the discussion is to be renewed later.

*The Fragrant Minute.*

### DON'T DELAY

*YOU'RE going to do better to-morrow. You've made up your mind. Cause a little less sorrow, be a little more kind. You're going to do better to-morrow leaving to-day far behind.*

*You're going to cease from repining. You're growing quite wise! No more wailing and whining. No more grieving and sighs. You're going to cease from repining, and look through brave eyes!*

*All this you'll do on the morrow. You've made a big vow. Good-bye to self-pity and sorrow—the first thing to-morrow, not now! You're going to do better to-morrow—if fate will allow!*

*You're going to do better to-morrow? Begin then to-day. Cause a little less sorrow. Be a little more gay. Why then wait for to-morrow? Better to start right away.*

**Wilhelmina Stitch.**

*"John Bull" Copyright.*

**Wilhelmina Stitch will always be very pleased to hear from JOHN BULL readers. Address letters to her c/o The Editor, JOHN BULL.**

### Knaves or fools?

Mention of graft reminds us of the Liverpool councillor who has just been unseated and fined £50 for soliciting bribes in connection with corporation contracts.

Mr. Justice Greaves-Lord described him as a "blundering fool," but most people would apply a harsher epithet to such gentry.

And we should like to see heavier penalties imposed in such cases—to discourage the others!

### Courts we want

The other day a B.B.C. speaker, Mr. John Hilton, read a letter from a miner who had been dismissed from work because he had taken a few hours off to visit his dying child in hospital.

Mr. Hilton declared that such cases should be brought before a Court of Public Decency where bad employers could be exposed in the searchlight of publicity.

We made a similar suggestion years ago, and we continue to receive nearly every week evidence of the necessity for such a tribunal.

### Railway stupidities

While railway companies continue to complain about road competition, some of them do not make even the most simple efforts to cater for the convenience of travellers.

On certain lines, women shoppers who obtain cheap-day tickets to London find that they are not allowed to return until seven in the evening. In other cases, suburban residents find the ordinary 'bus fares much cheaper than the railways' so-called cheap trips.

### Common practice?

Again, it is impossible to be sure of getting accurate information from railway enquiry offices. One reader who wished to meet a friend arriving from Sweden was told by telephone that the boat train would arrive at Liverpool Street at 9.30 p.m. He turned up only to find that the train had arrived two hours earlier, the 9.30 express being from the Hook of Holland.

When he complained to a porter he was told, "It's always happening."

### Bath for the parson

We note that a Windermere woman has bequeathed money to provide a Derbyshire rectory with sanitary arrangements and a bath!

When will the Church give struggling parsons a really suitable house—warm, sanitary and of a convenient size?

If all the big rectories of the country were sold, surely there would be enough to provide most clergymen with a modern home!

A high dignitary of the Church once told us that this could only be done by Act of Parliament. Well, why is the permission of Parliament not asked?

### Electric shocks

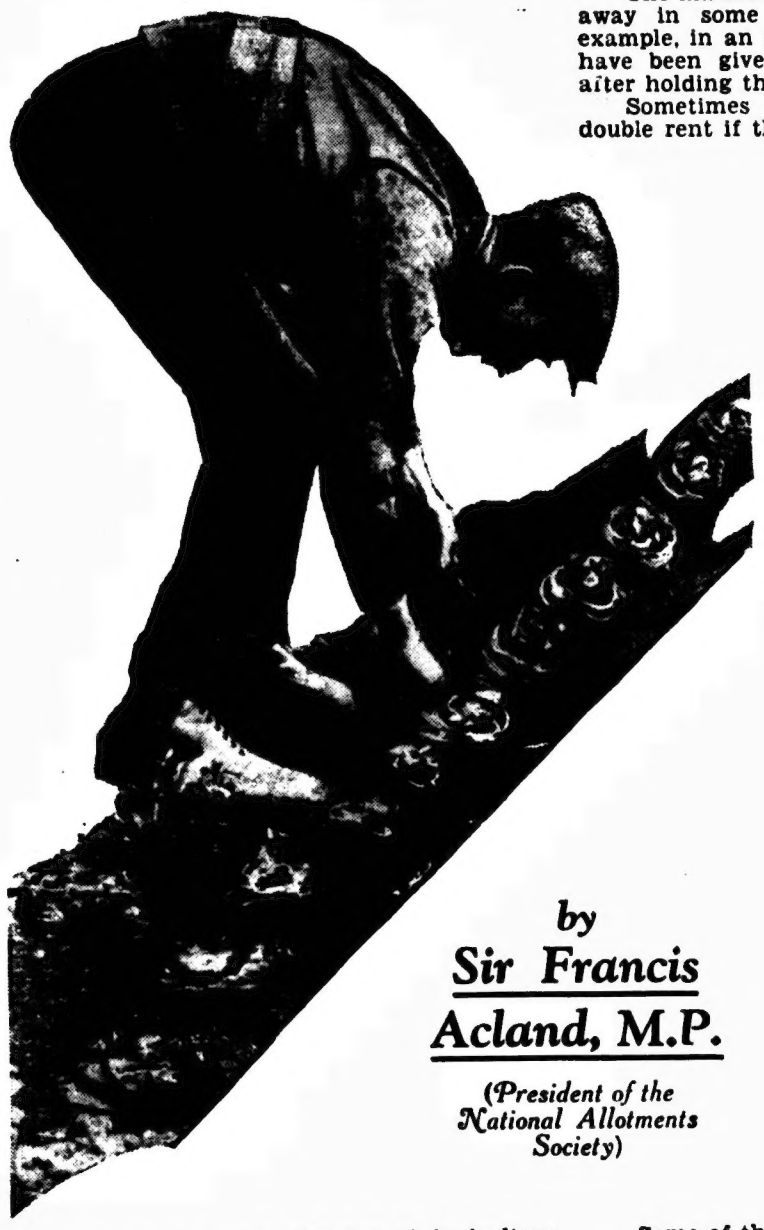
Many Liverpool electricity consumers are receiving unpleasant shocks.

Under the corporation's wiring scheme tenants undertake to pay the costs by instalments. In cases where they have left houses before the payments were completed they find themselves still liable. Summonses issued for arrears disclose that several defendants are undergoing real hardships and are quite unable to pay.

### Why pay?

A better way would be to include the expenses of wiring in general building costs. Householders are not asked to pay for taps through which they get their water supply. We don't see why they should have to pay for the wiring essential for heating and light.

# The MAN with a PLOT



*by*

**Sir Francis Acland, M.P.**

*(President of the National Allotments Society)*

THERE are nearly a million allotment holders in England and Wales. There should, in my opinion, be still more.

People who condemn allotment holders for "defacing the countryside" will not agree with this, but we of the National Allotments Society declare such criticism to be untrue as well as unjust. Those who make such accusations are totally ignorant of the real facts.

Obviously among a million allotment holders there are bound to be some untidy ones, but they are in the minority, and the allotments associations generally are doing their best to put things right.

Indeed, it is with this object of improving allotments that my challenge cup is being presented to the county or county borough, with not less than 1,000 allotments, which makes the greatest improvements in them in the course of a year.

If the railway traveller or motorist who passes a derelict or unsightly allotment patch knew the truth about the holder's position, he would transfer his criticism to another quarter. He would condemn the system under which men can be turned off their patch of land three or four times in less than a couple of years.

Insecurity of tenure is the bane of the allotments movement, because about four-fifths of these people who take such a pride in their little plots are subject to short notice to quit.

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Usually they get three months' notice to go, but frequently it is less than this. Compensation is paid for crops and manure, but this allowance is meagre and often inadequate. There is no recompense at all for the labour expended and sheds and greenhouses which may have been erected.

In consequence, there is often a total loss of £10 or £20 to the unfortunate holder, and when there is no offer of alternative land it means there is nowhere to transplant perennial stock, another dead loss. As a rule Local Authorities are greater transgressors in this way than private landlords.

I think it shows what an amount of enthusiasm there is in the movement and what a grip tending his own bit of ground gets on a man, that there are men who will not abandon the work, even after having been moved four or five times.

But is it remarkable if a man, who has lost heavily upon his little property, puts up only a ramshackle hut on his next allotment? That is one of our biggest problems, for whenever our representatives try to get the tenure of allotments improved, those which are an eyesore are quoted in evidence against us.

It is perfectly practical to make allotments not only neat and tidy, but attractive, and the more assured his tenure the more improvements a man feels he can make. Thus, with greater security there would be fewer unsightly plots.

Local Authorities would have a remedy if they controlled erections on the land by insisting upon plans being submitted for all proposed buildings.

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Besides, it should not be forgotten that frequently allotments become unsightly during the often lengthy period which elapses between the departure of the holder and the use of land for other purposes.

Owing to their present insecurity, allotment holders are as sensitive to rumour as are members of the Stock Exchange.

The local surveyor has only to look over the hedge, or to be seen talking with the local builder anywhere near the land, and the holders melt away like mist before the sunshine, anxious to find new pastures while there is still the opportunity.

Let those critics who decry allotments take steps to secure better tenure for the holders and they will soon find these pieces of land can be an ornament, rather than a blot, on the countryside. They will find splendid co-operators in the men themselves.

The peak year for allotments was 1920, when there were one and a half million holders in England and Wales. From that time they began to diminish, until in 1930 it was found that half a million had been lost. Things have, however, improved, for last year the Ministry of Agriculture was able to announce the first increase since 1930.

What happened to the half million allotments which were lost in ten years?

Working men's houses, many with small gardens, were built upon much of the land, so it had not fallen into disuse, but that was not sufficient reason why other land should not have been provided.

There would be many more allotment holders if men and women knew more about their rights as citizens. Every able-bodied man and woman in this country is entitled to an allotment, except in a very few congested areas. In most built-up districts Local Authorities are supposed to provide allotment amenities as near the town as possible.

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An application for an allotment should be made by six registered Parliamentary electors residing in the same district as the applicant. The town clerk or local council should be approached or an association formed.

Strictly speaking, the definition of an allotment is a piece of ground not exceeding a quarter of an acre. The usual size for a man and wife with one or two children is 10 rods, or about 300 sq. ft. An allotment of this size, if properly cropped and cultivated, provides a small family with all the vegetables it needs during three-quarters of the year.

Rents vary in districts from 3d. a rod to 3s. or more. We contend that 4d. in rural districts and 1s. in cities is enough.

Roughly one-third of the land used for allotments is privately owned, about one-quarter is hired from Local Authorities, about one-eighth is land acquired by Local Authorities for other purposes.

Only about one-third has been purchased under the Allotments Act and can be regarded in any way as permanent.

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The manner in which allotment land is taken away in some districts is most unfair. For example, in an area near Leicester some tenants have been given twelve months' notice to quit after holding their plots for forty years.

Sometimes the holders are forced to pay double rent if they want to remain.

Contrary to its previous policy, the Ministry of Health is allowing Local Authorities to buy up the cheapest land for housing, and this frequently remains derelict long after the allotment holders have been forced to quit.

There are a good many cases, too, where land taken in this manner has afterwards been found unsuitable for the purpose for which it was acquired.

Here is another case of hardship. There is some swampy ground in a district in Staffordshire bounded by a railway bank, a pit mound and a brook. The allotment holders drained the land themselves and used the water-holes for water for their plants.

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Now they have been turned off the property because it is proposed to rehouse slum dwellers there, one of the suggestions being to turn the pit mound over to fill in the water-holes.

In some districts it is very difficult indeed to obtain land. At Hengoed, in South Wales, unemployed men tried for four years to get land from the Council without success. Finally a local farmer took compassion on them and provided the necessary land at a nominal rent.

Where holders are unemployed the cost of travel to and from their plots is often a serious matter.

Some of them at Leicester, for instance, have to make a journey of three or four miles several times a week.

When the Allotments Act was discussed, the House of Lords put in an amendment for free travelling facilities to be provided in such circumstances, but the House of Commons rejected it.

Unemployed men in Bristol solved the problem by reconstructing for use for this purpose any derelict bicycles they could beg in the neighbourhood.

In my opinion there is no better way for an unemployed man to spend his enforced and often unhappy leisure hours than by cultivating an allotment.

I sometimes say that "allotment" should be spelt "A lot meant," for the cultivation of a plot undoubtedly affords a most productive and refreshing means of employing their leisure hours—both for men in employment and for those less fortunate.

What better opportunity for using mind, body and spirit?

Nothing more than an allotment brings out the spirit of comradeship there is in people and the comfort which can be drawn from simple things.

# The DIAMOND

*The Hatton Garden dealers buy and sell diamonds above the pavement edge—if they sell well, all's well with the world, a saying that has been proved true*

A FEW days ago a small parcel with 2s. 9d. worth of British stamps upon it was dumped upon a New York quay with other mail brought by an incoming liner. Armoured cars arrived to pick up that humble little parcel and, preceded by a siren-screaming escort of motor-cycle police, sped with it to an uptown office.

Inside the parcel was a lump of what looked like washing-soda. It was the Jonkers diamond, fourth largest in the world, recently found in South Africa by an almost penniless old digger and sold to an American dealer for £140,000.

The Jonkers was the biggest rough stone deal made to a single dealer since the years before the Depression, and in the armed panoply which greeted its arrival a close observer might see another meaning than the mere necessity of guarding the precious stone against the possible operations of gangsters. He might regard it as a tribute, as a guard of honour for a stone which is a harbinger of returning prosperity.

In Hatton Garden, London, where gem dealers from all the countries of the world congregate to buy and sell their wares across café tables and along the pavement edge, they have a saying which is as old as their trade is old. You may hear it sagely repeated among themselves in half a dozen languages.

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The saying is "When the stone goes well—all goes well."

By *the stone*, of course, the dealers mean diamonds. To them it is always *the* stone—first in affection and first in business.

The price and the sales of diamonds have always been a barometer of prosperity, a sensitive and at the same time a more certain guide than stock market movements or commodity returns.

This year sales of diamonds have been going swiftly and steadily upwards, after being stationary for almost four years.

A few months ago the Diamond Corporation sold over £1,000,000 worth at a single "showing" of some of its latest parcels from South Africa. The Jonkers stone, exceptional in beauty, size and price, had lain in the Corporation's vaults in Charterhouse Street, London, for more than a year awaiting a buyer, and eating its head off at the rate of £3,000 a year in interest on locked-up capital and insurance. But it was sold this year.

Diamonds are the first of all things to respond to a returning wave of prosperity just as they are the last to react to a depression. And they react less. At the very worst period diamond production only dropped 50 per cent. below the peak year of 1927—which is a boast few industries can equal. Prices have also held up well. To-day, prices for cut diamonds in the world markets are a mere 30 per cent. below those of the boom years.

Of all the treasures of this earth diamonds have had the most abiding value and have been the most coveted, for their beauty, their rarity and their incorruptible hardness. Chemically, a piece of carbon like the graphite in your lead pencil, you can never wear a diamond out. Gold will wear out, will waste and tarnish. Because it is the base of currencies it will make sweeping changes in value. Its very possession can become a criminal offence. Diamonds are the only certain thing in an uncertain world.

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But that very certainty, that abiding value, that rarity which makes them the surest guide to the changing tides of the world's wealth, is now in itself an artificial, a man-made thing.

Because all stones take their lead from diamonds the nation which controls diamond production controls the gem trade of the world. That nation is Britain. And a handful of Britons govern not only our production of two-thirds of the total world output, but also the prices at which all diamonds sell whether they come from British fields or not, whether it is the stone in a glazier's glass-cutter, the brilliant in a clerk's engagement ring, or a fabulous gem like the Jonkers and those others you see reposing in regal solitude on black velvet in the windows of Bond Street, Fifth Avenue and the Rue de la Paix.

But for these few Britons diamonds would be "ten a penny." They are the rulers of the diamond empire. Its heart is in the sun-baked centre of South Africa near the headwaters and the outlet of a single river, the Orange River, which winds its way across the middle of that dominion. Its capital and its palace is a dull and dingy building in Charterhouse Street, London, next door to the bawling meat markets of Smithfield.

That is the headquarters of the Diamond Corporation, which is a commercial dictatorship more powerful and supreme than any the world has ever known.

You may think that there is something fantastic in the idea of a jeweller buying a stone for a ruler's crown in the same place where your butcher buys your dinner chops, but it is no more fantastic than the history, the drama and the irony of circumstances which have marked the building of Britain's diamond empire.

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To-day the total estimated worth at present market prices of all the diamonds which have ever been dug out of the earth is approximately £1,700 millions. That figure represents considerably more than all the gold which has ever been mined. It includes all the stocks which can be traced in the East and elsewhere which have come from those ancient and now extinct mines of Golconda in India and from Brazil and Peru.

And of that total stock which can be traced or estimated since the beginning of Time more than half of it has been produced during the last seventy years—from British mines.

Our diamond empire is ruled by the Diamond Corporation, which owns or controls most of the world's output and dictates to the remainder. It is a company capitalised at nearly £5,000,000, with another £7,000,000 invested in other mines and diamond companies. At its head is Sir Ernest Oppenheimer, now fifty-six years of age, and schooled for kingship of the diamond world from earliest youth as a royal prince is schooled for his eventual crown.

Before him in occupation of the throne were such names as Solly Joel, the Barnato Brothers, Cecil Rhodes. But all the diamond empire, the hundreds of millions of pounds of stones it has sold, the dizzying millions of its present stocks were all created by a little boy playing with a pebble he had found by the brink

# QUEER LIBRARY OFFER

"PRIVATE investors are rarely invited to participate in or in any way to support these preliminary operations."

That sentence is quoted from an ingenuous letter which is being sent to thousands of householders in different parts of the country by Powell's Libraries, of Hampton Street, Birmingham.

* * *

With it is a circular—marked "Private and Confidential. Not for circulation"—which gives particulars: "relating to a syndicate now being formed under the title of Powell's Lending Libraries Promotion Syndicate to develop and extend the business of wholesale booksellers and lending libraries now carried on by George Henry Powell (trading as Powell's Libraries) in the City of Birmingham."

Apparently George Henry Powell has in mind to convert his library into a public limited company, and he wants investors to pay from *their* pockets the promoting expenses of *his* company. So he calmly invites them to come into his syndicate, which is to have a capital of £5,000 divided into 20,000 shares of 5/- each (minimum subscription £5).

*Of course*, people who join the syndicate are promised a very substantial profit; a dividend of 7½ per cent. in cash payable on the first of each month, and—on that happy day when the public company is launched and the syndicate dissolved—a return of each investment in full plus 20 per cent. in free shares in the company. George Henry Powell believes in rewarding lavishly those who trust him.

* * *

It is interesting to note that "the syndicate will be under the absolute management of George Henry Powell, who undertakes to use his best endeavours in the economic and profitable employment of subscriptions."

Consequently, if the scheme should not—by unhappy mischance—come to successful fruition, only George Henry Powell can be blamed.

* * *

At the present time, Powell has a small one-room library shop in Edward Road, Balsall Heath, a working-class district of Birmingham. The registered offices of the syndicate in Hampton Street, Birmingham, are in the building where he carries on a firm under the style of "George H. Powell (Printers), Ltd."

There are so many obvious pitfalls in this remarkable syndicate proposition that we unhesitatingly advise inexperienced investors who receive the literature of George Henry Powell to think twice before committing themselves in any way.

# TELLS the WORLD . . .

of the river near his Boer father's farm.

Erasmus Jacobs was the name of the boy and the year he found the pebble was 1867. One day his mother found him playing with it in the farmyard.

He showed her how the heart of it held flashing coloured light when it was held towards the sun. She was as naïvely pleased as he and knew as little what it really was.

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A few days later she showed it to a neighbouring farmer who was paying the family a visit. *He* guessed, but said nothing. Later he offered to buy it, but Mrs. Jacobs laughed. "Keep it," she said, "it's only a piece of stone." So the farmer went away with it in his pocket. Nobody knows what little Erasmus thought or said when he found his mother had given his coloured stone away.

At that time diamonds were unknown in South Africa. India and Brazil were the only known places in which diamonds had been found, and the farmer, almost illiterate and living in a remote part of the high veld, had little means of checking his guess. A few weeks later he sold it for a trifle to a pedlar, who knew as little as he whether it was really a diamond or a piece.

The pedlar asked everybody he knew about it during his wanderings up and down Cape Colony. Nobody could tell him. Months later he sent it in an unsealed envelope to a doctor at Capetown named Atherstone. The doctor, who was a geologist, identified it at once as a diamond weighing twenty-one carats. It was sold later for £500 to Sir Phillip Wodehouse, Governor of the Cape.

Immediately the banks of the Orange River where little Erasmus had played became crowded with diggers panning the gravel, but finds were few.

A year or two later the same farmer who had been given Erasmus Jacobs' stone had a bit of luck to make up for the bad bargain he made with the peddlar. He came across a much bigger stone found by one of his Kaffir boys. He bought it for a barnload of cattle. He then sold it in Capetown for £11,000. Eventually, after being cut, it was sold to the Earl of Dudley for more than £20,000.

*The actual transaction between Sir Ernest Oppenheimer (left), the diamond magnate, and Mr. Jonkers, who mined the diamond named after him. His son (centre) is handling Sir Ernest's deposit, while the father is handing over the Jonker diamond to its new owner. Right, the dull building in Charterhouse Street, London, is the "capital" of the diamond trade*

By then, of course, the hunt was up. Adventurers, prospectors, financiers galore flooded into Africa. Millions of money poured in. The City of London went mad. Alluvial diggings sprang up everywhere, isolated farms became townships in a day and wangling and dubious political manœuvres developed. The seeds of the Boer War thirty years later were sown.

Then in the middle of it, on a lonely farm called Dutoitspan, the incredible happened. They came upon diamonds in the topsoil a long way from the river. Digging down they came upon more. Previously all known diamonds in the world were alluvial, gathered from the banks of rivers.

Here was the dream of all diamond diggers come true, the discovery of a lode of diamond-bearing rock!

Dutoitspan was the first of the diamond "pipes." Funnel-shaped, the pipes stretch deep down into the earth packed with diamond-bearing blue rock. Near by at Barkley West other pipes were discovered. The whole district is the Kimberley of to-day.

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Because nowhere else in the world have diamond pipes ever been found, because nowhere else was such a sure and certain supply of the precious stone, the diamond empire came into being.

Then began the generation of titanic battles between the captains of finance and empire builders, and far-seeing adventurers like Cecil Rhodes and Barney Barnato, to get control of fields, weed out the free-lance diggers and weld scattered claims into corporate entities like the De Beers mines of to-day. Prodigies of effort were expended and personal fortunes made which could match a nation's treasury.

It is a footnote to history that little Erasmus Jacobs who found that first bright pebble never found another. Nor did he ever touch any of the diamond fortunes that his discovery founded.

He grew up to be a farmer as his father before him. He was ploughing the veld, no doubt, on the day Cecil Rhodes was laid to rest in the Matoppo Hills; sleeping his farmer's sleep on the night nerve-crazed Barney Barnato threw himself overboard from the decks of a homeward-bound liner. Erasmus Jacobs outlived them all. He died only two years ago, an old man but not, perhaps, an unhappy one.

Gradually, in the course of those tremendous years, the Diamond Corporation came into being first as a selling agency for stones produced by the mines and then as an owner of mines. Gradually it extended its power by share purchase, by pressure, by competitive selling over all other producers, so that they market their stones through the Corporation alone. Its policy has always been restriction of output. Stones dribble out through the bottleneck into world markets at the Corporation's own will and its behest. So prices are fixed by an organisation as complex, delicate and secretive in its movements as any Government. And as all-powerful.

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Sitting on top of its own yet inexhaustible deposits in the South African pipes, it knows full well that if the mines worked and delivered to capacity diamonds would go back almost to the worth of little Erasmus Jacobs' pebble. It takes care that that shall not happen.

At the moment all the pipes are closed down. Kimberley is a stagnant lake with most of its workers in receipt of Government relief. Gradually, as America comes back to its 80 per cent. purchase of output, the mines will reopen. The Jonkers sale and the big transactions which have taken place recently are the first sign of that.

There are already rumours that the reopening will be soon, for the Corporation has been selling for three years from stock and its principle hitherto has always been to replenish immediately what has gone out.

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Diamond mines, it may be interesting to know, make roughly 100 per cent. gross on their output. De Beers, for instance, in its last good year spent £1,500,000 to get diamonds out of the earth which it sold to the Corporation for just over £3,000,000. What the Corporation sold them for nobody knows.

The stones, after being sorted and graded, go by parcel post to London. They are not delivered by armoured car to Charterhouse Street. A postman earning £3 17s. a week delivered the Jonkers diamond on its first stop from Africa, as he does others which are worth more in aggregate.

At Charterhouse Street they are sorted again and then, just when it pleases, the Corporation holds a "showing." There, in an atmosphere of fine cigar smoke, the buyers come to view the parcels. And they are just what buyers the Corporation selects.

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There is no atmosphere of "peppy" business about the Diamond Corporation. It has never heard of the phrase about the customer being always right. If anything, it thinks he is always wrong!

The customer must always buy a parcel. In it there may be stones he wants and others he does not. No matter, he must take it, or leave it, getting rid of unwanted stones in his own way.

And he must pay the price the Corporation asks—no haggling.

Just lately there have been many "showings," but this air of new business about Charterhouse Street, the question whether mines will or will not reopen in South Africa, would interest us little except for that saying of Hatton Garden's . . . "When the stone goes well—all goes well."

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CORK TIP

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## Hannen Swaffer's

## *Open Letter to*

## Dorothy Cheston BENNETT

# *Yours is the* NEW WIVES' TALE

DEAR DOROTHY CHESTON,—I used to say, long before Arnold Bennett passed on, that highly paid though he was, and commercial successes many of his writings, the only book of his that would live was "The Old Wives' Tale." Well, now that he has passed on, you have written The New Wives' Tale, your story of how you lived with Bennett without marrying him.

I have no comment to make on your relations with him. They are no concern of mine or anybody's.

But at least I can say that, frank though has become our age, the age to which you and I and Bennett belong, you have been so frank as to include in your volume, "Arnold Bennett," no fewer than 170 letters which you should have kept a treasure of your own.

For instance, in one dated May 20, 1930—yes, and this letter is not only printed but also reproduced "facsimile"—there appear these words:—

"I went with Duff to Tallulah's first night last night. *It was awful.* Yes, Duff thought so. Swaffer thought so. But E. A. B. says it is the most interesting play in London. Christ! Swaffer is coming to see me on Tuesday morning."

In the same letter, A. B., as you called him, wrote you how his "World To-day" stuff had to reach the office on Tuesday. Dear me!

I should never have thought that a man of Bennett's so-called distinction would treat such trivialities with seriousness. But then, Arnold Bennett, as many people knew, planned his life. He really loved "Success"—being "on the safe side."

He worked for "Success," and then, heavens how he enjoyed it when he had got it. What a genius would have dashed off, he took a lot of fuss about. And the letters contain lots of silly little boasts, petty calculations. I do not think you should have printed them.

He thought he could plan everything. Then, as your book shows, he could not plan his marriage. That beat him. You tell how, when he was no longer living with a wife who would not divorce him, you met him at supper and then, after dinner one night, when you and he had played a duet, he kissed you "with deliberation," and how, when next he spoke, "his voice trembled ever so slightly."

When you asked him why there had never been a divorce, A. B. explained to you, you say, that it would have involved sheer torture for him and the ruination of his work for the time."

Some men would have faced it all. They would have been indifferent, for instance, to gossip and scandal.

Bennett lived in a world of scandal. The world of authors, considered great and noble by people outside, is full of petty jealousies. The world of the theatre, in which he spent so much of his time, is a world where scandal is the every-day talk.

Your book shows why Bennett never reached the pinnacle of the ladder he tried so hard to climb.

While you were "the only woman in my heart," as he wrote, he tempered his passion not long afterwards by writing, "I am not prepared to go into the Divorce Court. . . . I do not propose in any circumstances to bring obloquy on my own head if I can help it. Nor financially can I treat you on the same footing as I legally bound myself (out of an absurd generosity) to treat her without reorganising my whole existence."

Now I knew Bennett, and liked him, and although when I once called on you in his house, you told me, when you entered the drawing-room, you had never been so afraid in your life—why, I don't know—I like you.

But I do really think that your relations with Bennett, which all your friends condoned, for they were no concern of theirs, or mine, or anyone else's, should not have been exposed to the searchlight of your lover's own letters. No, your book disturbed me. Until I saw it, I remembered of Arnold Bennett that, at the dress rehearsal of "The Good Companions," Edward Knoblock told me how he had just seen him on his death-bed, and that he spoke of me with great kindness. I remembered, when I heard that, "The Old Wives' Tale," "Milestones," and "The Great Adventure"—yes, and Bennett's own great adventure, from being nothing in the Potteries to feeling himself a big man around the town.

I thought of a man who could churn out things—no, apparently, according to your book, he did not churn them out after all, but wrote them almost fearfully—and then, having done his morning's work, would go out and enjoy himself. But your book leaves an impression of a man who calculated much more than I expected.

You might have left me with one illusion.

# CANDID COMMUNICATIONS

**Sir JAMES TRAVIS-CLEGG,**
***Lancaster County Council***

SIR,—The secondary and grammar schools are, you say, challenging the supremacy of public schools. And you think it would be a calamity if the latter were to suffer when the State "goes into competition with voluntary and private institutions."

Why "calamity"? The nation has suffered the supremacy of the public schools (and schoolboys) long enough.

Do you seriously maintain that higher education should be kept expensive and therefore available only to the children of the well-to-do? JOHN BULL.

**Mr. CEDRIC WILSON,**
***Merton Park, Surrey***

DEAR SIR,—I expect your feelings are rather mixed about the £5,000 a great-aunt has left you for your kindness to your mother.

A man who looked after your mother as you did, sharing everything even when you were a youth earning £70 a year, must wonder why all the fuss about a simple duty.

Never mind—I hope you'll enjoy that legacy! JOHN BULL.

**Mr. ALFRED WALL,**
***Equity, Strand, W.C.***

DEAR MR. WALL,—Continue the fight for touring actors and actresses who have to do twelve, fourteen and even sixteen shows a week for 25s.

Couldn't we know who the managers are, so that we could avoid their shows? We don't want slave entertainers.

JOHN BULL.

**Rt. Hon. Sir JOHN SIMON,**
***Home Secretary***

DEAR SIR JOHN,—There is grave discontent among certain sections of your staff, particularly in the matter of promotion. For your higher officials insist upon choosing men by seniority rather than merit, and keen workers are discouraged by the thought that they must wait unnumbered years before their good work can be recognised.

I look to you to administer a long-needed shock to those pompous and short-sighted officials.

JOHN BULL.

**Miss G. MORGAN,**
***Colston's Girls School, Bristol***

DEAR HEAD MISTRESS,—"Girls to-day have a much more clearly defined attitude towards marriage than the girls of our generation," you say. "The number of marriages is, therefore, steadily increasing."

Yes, the "bachelor girl" idea died long ago, the "cocktail girls" have faded into obscurity, and the Dismal Jimmies were all wrong when they predicted that the girls of to-day would be gibbering degenerates. But, then, the D.J.s always were wrong, and always will be!

JOHN BULL.

**The Rev. W. L. J. FORD,**
***St. Juliot, Cornwall***

DEAR SIR,—You tried to help a crook named Allen to make good, but he has let you down. Worse, he has robbed you of £24 in goods and money.

So bitter an experience will not make a large-hearted man like you give up Christian charity, I know. You might help a hundred unfortunates before you meet another William Allen.

JOHN BULL.

**Mr. ERNEST BROWN,**
***Minister of Labour***

DEAR SIR,—Have you heard the awful news from Durham? Some men who were on relief had the audacity to go to the seaside!

An explanation of why a shilling spent on fresh air is worse than a shilling spent on a smoke should have sufficed. But, instead, their plight has been made still worse in the shape of reduced benefits.

"Improper use of relief money," is what was alleged. Where does such impropriety begin and end?

JOHN BULL.

**The POWELL DUFFRYN COMPANY,**
***South Wales***

GENTLEMEN,—You have set a generous example by wiping out arrears of rent on those of your houses occupied by aged folk, mostly distressed mining families, in South Wales.

Rent arrears is a burden that haunts the average householder. To relieve scores from such worry is a finely humane gesture.

JOHN BULL.

**Mr. WALTER ELLIOT,**
***Minister of Agriculture***

DEAR MR. ELLIOT,—You admit that four of the beet sugar factories in Britain have received nearly £12,000,000 in subsidy.

Those are the four companies which have just distributed £740,000 in bonus for their shareholders besides paying regular dividends of 15 or 20 per cent.

Do you wonder why I have always criticised the sugar subsidy as a waste of public money?

JOHN BULL.

**Miss DOROTHY SPICER,**
***London***

DEAR MISS SPICER,—Congratulations on something better than aerial stunting—possessing all the four Air Ministry "tickets." At flying, engine maintenance and repair, you have nothing else to win.

You certainly deserve our admiration for the quiet manner in which you have won your way to the forefront of women fliers.

JOHN BULL.

**THE EDUCATION COMMITTEE,**
***Liverpool***

GENTLEMEN,—On almost every car park there are attendants to see nothing is stolen or lost. Yet when children pour out of schools in busy roads there is often no supervision of any kind.

That is why I welcome your proposal that unemployed men should be engaged to guide children to safety.

They would be cheaper than policemen, who can't always be spared. And surely our youngsters are as important as cars? JOHN BULL.

**Major G. C. TRYON,**
***Postmaster-General***

DEAR P.M.G.,—What idiot decided that to telephone a telegram from one's own house should cost a penny extra, though there is no extra charge if it is sent from a call-box? An official explanation says that people 'phoning from home enjoy the maximum of convenience.

But surely their reason for subscribing to the telephone was to buy convenience!

JOHN BULL.

**Major GORDON B. FOSTER,**
***Master of Hounds, Peterborough***

DEAR MAJOR,—Watering racecourses should be prohibited, you declare. Horses shouldn't be pampered.

But as they gallop full out over ground that is often like concrete for our pleasure and profit, I'd like to know what the horses think of the idea!

JOHN BULL.

**LORD HALIFAX,**
***Minister of War***

DEAR LORD HALIFAX,—So the War Office chemical research station has stopped using dogs, cats and horses for its experiments, but is still using large numbers of rabbits and guinea-pigs.

These, you say, are in most cases painlessly destroyed if they haven't been killed by the experiments.

How very reassuring! JOHN BULL.

# You'll be glad you snapped it!

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# IT DEPENDS on MUSSOLINI

*by A. G. Gardiner*

WHEN at lunch to-day I was asked that familiar and tiresome question, "When is the election coming?" I replied "Only one man can tell you." "Baldwin?" he said. "No," I answered, "Mussolini."

By this I meant that if Mussolini, in spite of all his bluster, does not mean to fight we shall probably have the election in October, and that if he does mean to fight we shan't. The Government, in the latter case, will have far too much to think about to indulge in a General Election.

And the probabilities all suggest not an election in Britain in October, but a war in Abyssinia that will blanket all domestic issues throughout Europe. The view that Mussolini has made up his mind and only awaits the favourable weather conditions of September to begin his adventure is now pretty universally held both in Italy and abroad. Mr. Eden's mission confirms it, and all the impressions of those who have visited Italy in the last few weeks confirm it.

With so incalculable and irresponsible a firebrand as the Duce, of course, nothing is certain. He has barked furiously on other occasions and come to reason before the die was cast. He may do so now.

## Retreat cut off

But he has gone so far with his preparations and has adopted so defiant and impossible an attitude that he has well nigh cut off his own retreat. His people are in despair. There is no popular enthusiasm behind him—nothing but fear and nameless apprehension. Financial ruin stares the unhappy country in the face, and the memories of Adowa darken an adventure which may well end in a disaster compared with which Adowa was a trifle.

For the perils of the enterprise are manifest. It is no accident that Ethiopia has, alone of all the countries in Africa, maintained its independence for thousands of years, that even the Mohammedans, who swept everything else before them, broke and fled before its resistance. It is a vast mountain fortress, enveloped by desert, inhabited by fierce and warlike tribes, inaccessible from the sea except at enormous cost and labour, and with few vulnerable concentrations of population open to attack even from the air.

It is idle to speculate what motive Mussolini has in entering on a task that Alexander and Cæsar and Napoleon wisely let alone. Perhaps he has dreams of reviving the glories of the Roman Empire. Perhaps he is fired with the example of Japan. If she can defy the Powers and gobble up China, why should he not defy the Powers and gobble up Ethiopia? Perhaps the domestic situation of Italy is so desperate that he ventures on this terrific gamble in the spirit of "After me, the Deluge."

He has certainly no excuse in the facts. The Abyssinians are not comfortable neighbours, as we in the Sudan know. They are, in spite of Christianity, a barbarous people with a bad record in slave raiding. But no one supposes that Mussolini is going to fight them on humanitarian grounds. He is not plunging Italy into war to emancipate the slaves.

## Single purpose

Nor is he doing it because the Emperor and the Ethiopian Government have been intractable. They have been quite reasonable. They are members, like Mussolini, of the League of Nations, and have throughout been prepared to submit all grounds of quarrel to judicial arbitration. And Mussolini has throughout refused.

If war it is to be, there is only one purpose in it. It is not to redress grievances. There are none. It is not to free the slaves. Mussolini has enslaved Italy too ruthlessly to care about freedom elsewhere.

The purpose is conquest. If Mussolini goes to war he will go to war to destroy Abyssinian independence and make the country a part of his Roman Empire. We have done that sort of thing in the past, he says, and Japan is doing that sort of thing now. Why shouldn't he do it? Why shouldn't Italy have a cut at the joint?

## Jungle law

The short answer to this reasoning is that it leads to universal chaos. If one member of the League of Nations can, without a tittle of excuse, engage in a predatory war against another member and take away its territory, it is an end to the League and to all attempts to restore peace to the world. We are back again to the law of the jungle and Geneva can put up its shutters.

Consider the problems that arise immediately the guns begin to speak. The League will have to face the question of the application of "sanctions" against Italy under the League Covenant. Will it apply them? It broke down under the challenge of Japan in Manchuria, with the results we see. If it breaks down again under the challenge of Italy its bankruptcy will be final.

And, apart from the League, what will be the repercussions upon the various countries? Will Germany and Japan see in this repudiation of the League an endorsement of their own policy and give their moral backing to Mussolini?

*"With so incalculable a firebrand as the Duce, nothing is certain."*

Will France approve, lest Italy should make friends with Hitler and Germany?

And what will be the effect of the explosion upon the problems which are in the balance? What of Austrian independence? What of the Danubian Pact? What of the Western Air Pact? What of anything and everything? All will be flung into the melting-pot.

We shall be involved in these anxieties. And we shall have special anxieties of our own. We are the guardians of Egypt. The Nile is Egypt. It is its life-blood, and any interference with it might return one of the most fertile countries of the world back to the desert. The key to the fertility of Egypt is the deposit that has been brought by the great river through the ages and is still being brought to-day.

## Grave matter

This deposit is mainly the contribution of the Blue Nile which joins the White Nile at Khartoum. In spite of its name, it is, at certain seasons, chocolate in colour owing to the mineral contents which it is carrying on to the plains of Egypt.

It is from the Blue Nile's source in Lake Tsana in the mountains of Abyssinia that this deposit comes, and it follows that the control of that lake is vital to Egypt. There is a proposal on foot that Italian engineers should be allowed to dam the lake and divert the waters for the benefit of Abyssinia. If that were done the consequences to Egypt might be serious, and it is obvious that the independence of Abyssinia is, in this respect alone, a matter of the gravest importance.

With an independent and isolated Abyssinia there has been no danger of interference with the flow of the Blue Nile, but the conquest of the country by a great exploiting Power would raise questions and disquiets which could not be ignored by the country which is responsible for the welfare of Egypt.

These are a few of the considerations which justify, I think, my answer to the question with which I started. If Mussolini goes to war in September we must not expect an election until next May or so. And who can forecast what will have happened in the interval?

## NOT FROM THE B.B.C.

# Muscular Maidens

WHERE are the girls that once we knew,
Those sylphs whose poise and grace
Made them a pleasant sight to view?
Of late they've given place
To hefty, muscular young things
Who may uphold the banner
Of British sport when men give in,
But in the task will fail to win
Approval from Miss Fanner.

Engaged in teaching girls for years,
Miss Fanner clearly claims
Respect when she expresses fears
Anent the cult of games;
And, lest the world should disregard
The viewpoint of Miss Fanner,
Another to support her flies—
And, doing so, a rhyme supplies—
To wit, Miss E. N. Tanner.

Much muttering and not a few expostulatory "By gads!" must have come from wearers of the old school tie when they read some remarks made by Miss G. Fanner, vice-president of the Headmistresses' Association, in addressing the annual conference of the association at Cambridge.

The first "By gad, sir!" probably accompanied the reading of her opinion that "The team spirit has been overdone," for the boys of the straight bat brigade are eloquent in their praise of that blessed thing the team spirit, as opposed to the "bad form" of individuality.

But the snorts must have become even louder when Miss Fanner went on to declare: "Games matches have become a positive evil. Modern games have become a strenuous science and a tyranny, and many hate them who never say so."

The by-gadders in their club armchairs were still denouncing this as sheer Bolshevism when Miss Tanner came to the support of Miss Fanner. And as Miss Tanner is headmistress of Roedean, the girls' public school, the armchair-warmers were left gasping for whiskyansoda, quite prepared to hear next that the chairman of the T.U.C. had been appointed headmaster of Eton.

But many fond mammas, having acquired doubts regarding the value of a hockey ankle as an asset in the marriage market, are much less disposed to become angry with Miss Fanner and Miss Tanner. They feel that although no play may make Jack a dull boy, too much play is liable to make Jill a graceless girl.

Indeed, the mere expression "compulsory games" suggests making a labour of leisure. Even at boys' schools, where this cult is too strenuously pursued, youngsters come to look upon cricket as being as big a bore as Shakespeare when forced on their notice like a problem in Euclid.

But perhaps those who criticise the tyranny of games as practised at girls' high (fee) schools fail to realise that in these days, when sport is real, sport is earnest the ladylike accomplishments which were taught a girl who hoped to be presented at Court won't take her far toward being presented on the centre court at Wimbledon.

If a girl would be a lady, to the right school she must go.
And learn the things that all well-educated girls should know;
Not sewing, cooking, fancywork and vulgar things like that,
But how to shine at hockey and to keep a good straight bat.

In the life that lies before her there's no chance of falling phut
If a girl can use her mashie and can sink a six-foot putt!
Hard labour in their leisure her "inferiors" may shirk,
But a girl of "better standing" must at games be taught to *work!*

Her fate may seem a hard one and, at times perhaps, she may
Feel envious of working girls, who, after working, play;
But later, as a shamateur, a rich reward she'll win—
If on the tennis "racket" she contrives to muscle in!

## FOR SMALL TRADERS, SHOPKEEPERS.

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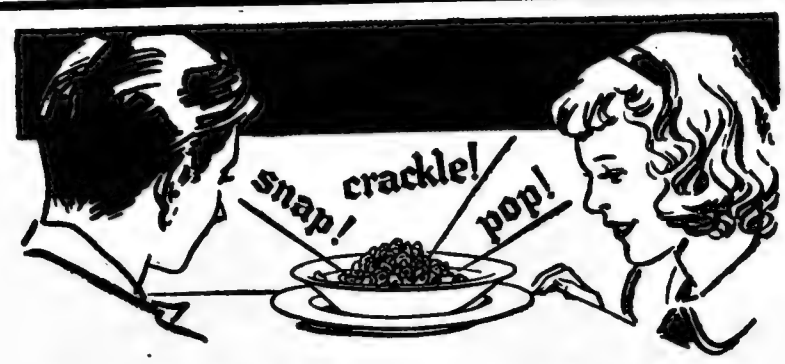


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**Mothers appreciate, too, the lack of fuss or bother in serving Kellogg's Rice Krispies. No cooking. Always oven-fresh in the sealed WAXTITE inner bag.**

**MOTHER GOOSE STORIES, as told by the Singing Lady—"Jack and Jill" and many others—a complete story on every packet—Ask your grocer.**

7½d per packet (Not I.F.S.)

**Kellogg's RICE KRISPIES**

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TELEPHONY, RADIO and MOTOR ENGINEERING are expanding rapidly. There are lots of vacancies. Our postal courses will make you eligible. Advice on all careers Free.—DEPT. 38, THE BENNETT COLLEGE, LTD., SHEFFIELD.

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## BARGAIN SALES.

WALLPAPER DIRECT from 2½d. per roll. Send for patterns post free.—WEST RIDING WALLPAPER CO., 52, TRINITY ST., LEEDS.

WALLPAPERS FROM 2d. ROLL. NEW BARGAIN BOOK. POST FREE. (J.B.) BRUCE & HALL, SOUTH SHIELDS.

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GREAT BOOT BARGAIN for men. This week's "Shop Window" (page 3) shows a real comfort Boot advertised by F. Davis, handsewn Bootmaker of 99, Upper Street, London, N.1. This Buckle Boot is made of stout Glace Kid and can also be supplied with spring sides. The price is only 8/11. Turn to page 3 NOW and read the full offer.

A BIG FREE GIFT OFFER is made to you on page 3 by Aircraft Products, Ltd. Don't miss it!

LADIES' SKIRTS. Special offer of 2,000 at 5/- each. This bargain offer is made by the Great Universal Stores, Ltd., in *John Bull's* "Shop Window," page 3.

EXPECTANT MOTHERS! You will not regret sending for my wonderful home-made babyclothes outfit. Every garment made from the best materials and correct designs. Advertised and supplied to *John Bull* readers for ten years. To-day's improved layette represents better value than ever. Complete layette at 30/- or Superior set at 42/-, including best flannels and 12/6 qual. shawl. Send 2/- for parcel on approval. MRS. J. HOWARD, 66 DOVER ROAD PORTSMOUTH.

1/6d. (and 9d. postage) secures the smart all-wool coat offered in the SMARTWEAR advt. on p. 33. Write also for free Summer Catalogue.

FREE.—Fill in the coupon in the Berkeley Superlax Chair advt. on page 37 for free illustrated catalogue of all models, together with complete range of coverings, patterns, etc. 10/- with order secures this luxurious chair, modern in design and ever so comfortable.

## MEDICAL, CURATIVE.

HOW TO STOP SMOKING.—Genuine Remedy, proved by testimonials. — Write, The Stanley Institute (J.B.) 21, Warwick Lane, E.C.4.

DON'T Wear a Truss! Use Brooks' Rupture Appliance. New discovery. Wonderful! No lumpy pads, no springs, durable, cheap. Binds and draws parts together quickly. Sent on trial. Catalogue free.—Address, Brooks' Appliance Co., Ltd. (422Y), 90, Chancery Lane, London, W.C.2.

WORMS CURED.—Artico Brand Worm Tablets are a specialist's Positive Cure by removing the cause. No fasting, dieting or interference with daily habits. Send 1/6 for Generous Supply or 1½d. stamp for details. — Ridyard Tablet Co., 34/38, Codnor, Derby.

CEPHOS quickly soothes Rheumatism, Sciatica, Lumbago. The remedy of a Harley Street Physician. Perfectly safe, does not affect the heart. In Powders or Tablets. Send P.C. for Free Sample to Cephos, Ltd. (Dept. J.B.), Blackburn.

"INFERIORITY COMPLEX."—If you suffer from Nervousness, Blushing, etc.; send for my free book on a simple home cure.—Mr. Rivers (J.B.17), 40, Lamb's Conduit Street, W.C.1.

THE latest discovery for hair troubles! A free booklet and a special offer of a trial home treatment appears in the Chevelene advt. on p. 39.

STEEDMAN'S Famous Book, "Hints to Mothers," is offered free on page 29.

IF you want to take care of your sight and avoid eye strain with its attendant headache and fatigue, always consult a qualified optician. The sign appearing in the special announcement on p. 31 is your safeguard.

## WANTED TO PURCHASE.

DEMBO BREAKS NEW RECORDS. Daily Bullion Prices paid for SOVEREIGNS, GOLD & SILVER. Even gold-plated articles of this kind and old teeth purchased. Cash by return. B. DEMBO, Accredited Bullion Dealer, 69, PARK ST., BRISTOL.

## MISCELLANEOUS.

CHINA.—18 pc. Teasets 1/11. Crates of Cups, Scrs., Plates, Jugs, etc., 10/-. Amazing gifts and lists FREE.—Direct Pottery, 19, Burslem.

NEW PAYING PROFESSION. Athletic young men and women send 6d. for set books explaining how to qualify as health healers. £5 per week easily earned spare time.—INCH (Dept. J.B.), York House, PUTNEY, S.W.15.

CROCKERY.—Shopkeepers, Marketmen, etc. Crates, 10/- to £10. List Free.—GROSVENOR POTTERY (6), STOKE-ON-TRENT.

HAVE you tried Maclean's Solid Dentifrice? Get a 6d. tin now—you and the children will love it. See p. 25.

A FREE booklet, describing all the virtues of SECCOTINE, the wonderful adhesive, will be sent to readers who write, mentioning *John Bull*, to Messrs. M'Caw, Stevenson and Orr, Ltd., Belfast. The offer appears on p. 41.

WRITE for a copy of FOSTER CLARK'S illustrated list of Gifts offered in exchange for coupons from packets of Foster Clark's Cream Custard. A free coupon will accompany your free gift booklet.—Write at once, mentioning *John Bull*, to Foster Clark, Ltd., Dept. J.B.4, Maidstone, Kent.

EXCELLENT health for 1/- a week! This is the cost of Mr. H. Broom's International Physical Culture Course advertised on p. 37. If you would like further information about this successful Physical Culture training (which can be carried out at home in your spare time), fill in the coupon which will bring you full literature, photo-prints, etc.

FOR six blue wrapper tops from Skipper tins you can obtain free a remarkable household tool —a can-opener combination tool which has five other uses! Further particulars appear in the announcement on p. 27.

WRITE to Dept. 67/86, Euthymol, 50, Eden St., London, W.1, for a week's supply of Euthymol Tooth Paste as offered in advt. on page 30. Euthymol keeps teeth clean & kills decay germs.

FREE.—Write to Rowntree & Co., Ltd., Dept. RZ 3, The Cocoa Works, York, for a free Gift Booklet of gifts offered in exchange for coupons from Rowntree's Table Jellies (Rowntree's Cocoa coupons also count). Be certain to send for your free copy right away. Mention *John Bull* when writing. The offer appears on p. 27.

£250 FOR ONLY THREE WORDS! — This magnificent first prize and 252 other prizes from £50 downwards are being given away for a NESTLET. You simply add 3 words to one of the examples appearing on p. 33, beginning your three words with the same initial letters as those in the example, though not necessarily in the same order. Simple, isn't it? Aptness, originality and wit will count in awarding the prizes. You can send in as many entries as you like, provided a complete wrapper from a ½ lb. block of Nestle's Milk Chocolate accompanies each entry. At least one entry must be sent on one of the coupons appearing in the competition announcement on p. 33. Further entries can be sent in on plain paper, which must bear your name and address. Closing date, July 14. Enter for this competition now—think what you could do with £250!

A SPECIAL tip to housewives! To renew the lovely whiteness of linens, you must have RECKITT'S BLUE in your last rinsing water every wash-day, for out of the blue comes the whitest wash! Don't overlook the interesting advt. on the Front Cover.

# Gentleman JUDD

## A Rogue Behind the Polish

WAR service in a famous regiment—later a staff job at the Air Ministry—then trading adventures in Kenya—and now the prospect of a considerable fortune.

Under those headings can be found the "sales talk" of a man who has lately imposed on a nursing home and business people in North-West London. Before that he operated in other parts of London and was active in Burnham-on-Crouch, Essex.

Because, at any time and in any place, this man may attempt to repeat his exploits to the financial detriment of innocent people, I feel it desirable to make this exposure.

### Duped friends

And so I introduce to the notice of my readers Captain Walter Bowen Judd, late of a distinguished light infantry regiment.

For the past two years and more Captain Walter Bowen Judd has obtained money and large credit by the exercise of his wits and imagination.

His victims include a hospital, a nursing home, shopkeepers, a motor agency, and even those who befriended him.

Now Captain Judd is undoubtedly a fellow of personality and persuasion. He has the quiet good manners of an ex-officer and the appearance of a gentleman. His true antecedents I shall disclose subsequently.

It is a persistent feature of Captain Judd's affairs that he is always just on the verge of being able to avail himself of substantial amounts of money, running into thousands of pounds. Unfortunately he never quite attains that comfortable point.

Cheques that should reach him from East Africa, the settlement of the aftermath of a High Court action, cabled remittances from Canada—those stories are all used at different stages as the instruments to secure for him loans and assistance of various kinds.

Usually there is some kind of supposed evidence which Captain Judd can produce to support his cadging statements—letters, the names of reputable lawyers—or cheques made out to him by a third party which he for some reason cannot get cashed.

The last London district in which Captain Walter Bowen Judd made harvest was Brondesbury, the best residential side of the borough of Willesden.

There he was recommended to a large nursing home, and entered as a patient, although it was not apparent that Captain Judd was a sufferer from any very definite illness.

During many weeks he enjoyed the hospitality and comfort of the nursing home, but although he was in possession of money, he omitted to meet the accounts when submitted to him.

One time he had despatched an urgent wireless telegram to Australia to expedite the receipt of a remittance, and at another he was cabling to relatives in Canada with a similar object. So it continued from week to week, with Captain Judd residing at the home on promises of payment. Eventually he left owing the proprietor £70.

Following his departure many callers went to the nursing home. They were all anxious for information concerning the bland and genial Captain Judd. It appeared that in the neighbourhood Judd had misrepresented himself as the secretary to the proprietor of the home, and by that means had changed cheques—which on presentation were dishonoured—and had secured goods on credit.

Tracing back the manœuvres of this dishonest ex-soldier, I find him at one period last year "buying" a motor-car from a firm in South Kensington.

According to his story then, he was home on leave from Kenya and needed the car urgently for the use of his wife. He gave one small cheque to the motor dealer and signed a short-term promissory note for the balance of the purchase money. Neither the cheque nor the promissory note were met, and the firm had difficulty in securing repossession of their car after Judd had driven all over the place in it for a fortnight.

One of the meanest of Judd's "bilkings" affects a hospital at Hammersmith. Taken ill in the street, Judd was rushed to the hospital, of which he remained a patient for more than a month. A bill was presented to him on discharge for the bare cost of his treatment and nursing, and this he has failed to settle.

Apart from his war service, which was admirable, the record of Judd is thoroughly bad. He is a man who has had every chance but has failed because of his character.

He is no stranger to the inside of prison. In the autumn of 1932 he was sentenced to eighteen months' hard labour at the Buckinghamshire Assizes by Mr. Justice Humphreys for being involved with two other prisoners in a series of country house burglaries. Curiously enough, the prosecuting counsel at the trial and Judd had both been at the same public school.

According to the police evidence the three men had carried out what was described as "an orgy of burglarious raids." Judd provided the motor-car—a hired vehicle—which the men used in the commission of their crimes.

*Walter Judd, well-educated, suave, but a rogue to avoid*

### Wealthy wife

Judd and another of the prisoners pleaded guilty to the offences with which they were charged, and went to the witness-box to make statements implicating the third man, an old convict with several previous convictions.

When the judge sentenced Judd and his confederates, he said: "You both present a pitiable spectacle. One of you, I am told, is actually a solicitor, and the other qualified to be a member of the Bar.

"Obviously you are both educated men who, at times, have been in possession of considerable sums of money. Education is the one thing which ought to prevent a man falling into crime."

Enquiries show that Judd was born in Johannesburg, South Africa. After his schooling in the West of England, he travelled the world and then settled down to read for the Law. During the war he was granted a commission. Later he was transferred to the Air Ministry, and was gazetted out with the rank of captain.

He married an extremely wealthy young Englishwoman in New York. Subsequently he was in business in Kenya, but lost no less than £12,000 in that venture as well as part of his wife's money.

### Outstanding!

In 1930 there was a separation between Judd and his wife. She could not stand his treatment and mode of life, but for a while allowed him a regular income from her own estate. Since then, however, the marriage has been dissolved.

On Judd ending his term of hard labour in Oxford Prison he was assisted by the Discharged Prisoners' Aid Organisation.

A friend offered him a home at Burnham-on-Crouch, Essex, but now has cause to regret his kindness. Judd owes his benefactor money and also incurred a number of debts with traders and others in the town.

All manner of devices were adopted by him to secure ready money and credit. With an introduction he went to a firm of outfitters in the City of London and provided himself with a complete new rig-out of clothes. That account is just another he has never settled.

There is only one course to adopt with Walter Bowen Judd, and that is to give him an extremely wide berth. He has become thoroughly dishonest, and has no consideration at all for his unfortunate victims.

His prison lesson appears to have had little good effect.

Anyone who may encounter him should be warned by the facts here narrated and have nothing whatever to do with him.

WEEKLY INFORMATIONS FROM
*Sir Wyndham Childs*

*Homely Wisdom by*
*Rev. R. J. Campbell, D.D.*

## FACE THE TRUTH

MANY people to-day are suffering both in body and mind from causes of which they themselves are not fully aware; and it is a fact that as soon as they know what the root of the trouble is and make up their minds to tackle it honestly and bravely the painful symptoms disappear.

Present-day medical and psychological science has thrown a surprising amount of light into the dark places of human personality. It is now well known, for instance, that a healthy constitution can be thrown completely out of gear because of one's reluctance to face up to a disagreeable task.

If there is something that in your heart you know you ought to put right and shrink from doing so for selfish reasons; or if you succeed in persuading yourself that you are not really responsible for someone else's welfare and are unequal to what might otherwise reasonably be expected of you; or if you have put something that you are ashamed of completely out of your mind and stopped thinking about it—this does not mean that you have got rid of it.

Oh, no; nothing of the sort. It will crop up again, but perhaps disguised in such a way as to be unrecognisable for what it is at bottom. You may not be able to recognise it yourself.

Who would think, for instance, that a man could take to his bed and be in danger of death, an incurable invalid, simply because there is a disgraceful secret in his past life, of which someone else is bearing the brunt, but which he feels he dare not attempt to rectify? Yet it is so.

* * *

He may not suspect for a moment that there is any connection between his disease and his guilty conscience, but there is. Down in the depths of his being, all unknown to himself, a conflict has been going on which has finally burst out in physical disorder.

His cure begins when some expert adviser digs out the truth and induces him to face it. In nine cases out of ten the firm determination to accept what has been shirked will do more than doctor's medicine to restore the sufferer's health as well as give him peace of mind.

I have just been looking at the photograph of a man who recently died and whom I used to know well. What struck me at once was the sadness of his expression, although when I knew him he was one of the jolliest fellows alive.

That look told a tale. I had heard much about the various maladies that broke him up in his last years; but I am perfectly certain that what really killed him was not what he thought it was nor what was written on the certificate of death. It was his secret conviction, which he kept rigidly to himself, that his comparative failure in life was his own fault and due to moral weakness.

So perhaps it was; but he was a lovable chap, and there was nothing in his record that love could not have atoned for. If he had only opened his heart to those who cared for him and taken them into his confidence, he could have been saved.

I do not say that all bodily ills are similarly caused, but many more are than is generally believed. Chronic unhappiness is a danger signal. Let nothing fester in your soul. Look the worst boldly in the face and often it will turn to the best.

# LEG ULCERS AND SKIN DISEASES ENDED

## *Why do you suffer so long?*

**HUNDREDS of sufferers from Leg Troubles and Skin Diseases are being cured by the National Infirmary at Manchester. The Treatment is available to you. If you suffer from a Bad Leg or Skin Disease or if you have a Relative or Friend who suffers and needs help, the National Infirmary will send you full particulars of the Tremol System of Treatment.**

### GOOD NEWS FOR YOU

Do not lose heart even if you have suffered for years. Your trouble is not hopeless because ointments, tablets, and plasters and other so-called remedies have failed, after years of trial, to end your suffering. These things fail because they are not suited to your needs.

It does not matter how long you have suffered, the National Infirmary Treatment cures in long-standing cases and in those of shorter duration. Every symptom and underlying cause of your leg trouble is treated to bring about a speedy cure. Long-standing troubles that have caused years of agony have been cured in a few weeks by the National Infirmary. Just as others have been cured, so can you. Don't despair even if you have suffered half a lifetime. Send in for full particulars of the Treatment at once. You can have them without any obligation.

### POWERFUL BLOOD TREATMENT THAT CURES

Blood treatment specially prescribed and compounded for you by the National Infirmary, rapidly expels impurities, promotes good circulation, relieves congestion, kills inward pains and restores health to every diseased tissue. With this great vitalizing power of the internal blood treatment, every nerve, every vein, every gland and every cell tissue gains new health and strength. Your leg is healed, your skin made well. Your general bodily health built up. You have new vigour, new health, more energy, and greater pleasure in life.

This Treatment specially prepared for you quickly clears ulcers, eczema, psoriasis, skin eruptions. Morbid matter and blood impurities come away. Re-infection of the blood, or poisoning of the tissues, is stopped. Healthy skin forms free from scale or scab, pain passes away, itchiness stops, smarting ceases and you get about in comfort all the time your trouble is being cured.

Here is the health opportunity you cannot afford to miss. These splendid cures are obtained daily by the National Infirmary Treatment. To have these grand health benefits you must, without delay, fill in your coupon for the free Medical Book and advice.

### THE CAUSE OF ULCERS —AND THE CURE

Ulcers often start from a knock or a scratch. The hurt, instead of healing, becomes inflamed and painful. Pus forms which poisons skin and connective tissue, which quickly become unhealthy and break down. The wound gets bigger, more inflamed, and more painful. Often the pain is like a knife or hot needles in the leg. Sufferers do not know what is best to do; resting does not give any relief—sleep is impossible. Ordinary remedies are useless. Stock ointments are simply a waste of time and money. To cure these painful, inflamed traumatic ulcers, proper individual treatment is a necessity.

With Varicose veins in the leg ulcers frequently break out without any injury at all. A small black speck appears on the skin. It is a small clot of unhealthy blood thrown out by the capillary veins. As the clot comes away, a hole, only the size of a pin-head, is left in the skin. It is not to be ignored as a trifling matter. If neglected that small wound will rapidly become the size of a two-shilling piece or even the size of the hand. These blood clots show unhealthy blood, weak veins, bad circulation, congested tissues, all of which prevent normal healing from taking place. One preparation cannot heal all these different disease conditions. Thorough Treatment to clear the blood, restore the veins, improve the circulation, and disperse the congestion is what you need. Write to the National Infirmary at once, and have the Book without delay.

### DO YOU SUFFER FROM ECZEMA?

This is the most common disease of the skin. Any part may be affected and the trouble may arise in many ways. Blood impurities, insect bites, Germ infection, Food poisoning, Over-heated blood, Long-standing Varicose Veins, Mental worry and shock are some of the causes of this distressing skin disease. Drugs —as with chemical workers, Starch—as with bakers, Soaps—as with laundry workers, Plants—as with gardeners, irritate sensitive skins and also set up an Eczema condition. At the onset the skin becomes red, inflamed, congested and terribly itchy. Fluid escapes through the pores, dries and forms scales, which then again block up the pores. More fluid accumulates under dead scales, and there is more inflammation and more itchiness. If you suffer you feel you could "tear the skin to pieces" to get relief. But at what a terrible cost. You know you must not scratch, but to have the itchiness and irritation and leave it alone is more than you can bear. You can be rid of this distress. Your relief is here at hand. Send for full particulars of the National Infirmary's Treatment.

### IF YOU SUFFER FROM PSORIASIS

*Leg Psoriasis*

you must attack the trouble at once. This stubborn disease quickly becomes rooted in the system. Large disfiguring patches of redness and scales break out and cause great distress. Those white thin scales on the red patches get thicker, encrusted and yellow. Soon the trouble is chronic and you may suffer for years. A splendid treatment has been evolved for this distressing malady of Psoriasis. This Treatment is giving unbounded satisfaction to hundreds of present and former sufferers. The results are, indeed, most gratifying. Many stubborn cases which have defied all efforts for years have yielded to Tremol Treatment, and a healthy skin has been obtained by the sufferer from its use.

This powerful treatment, specially prescribed for you, clears the scalp of unsightly scale and scurf and pimples; clears the skin of scale and redness. The Psoriasis spots and patches fade away and a new, clean, healthy skin is obtained. The treatment is easy to use, and is applied in the privacy of your own home. Send for full particulars of this excellent treatment without delay.

### VARICOSE VEINS AND PAINFUL LEGS

The dangers from Varicose Veins are Phlebitis, Varicose Ulcers, Thrombosis, Eczema, Rupture of the Vein Walls and Hæmorrhage.

Perhaps you have a constant heaviness and aching in your legs. Sometimes actual pain is experienced and the legs feel tired and uncomfortable. These symptoms show that your legs require thorough and proper treatment now. Your leg trouble arises from faulty blood circulation. Under Tremol Treatment the vein walls become toned up and strengthened, the blood circulation is improved, venous congestion passes away and such symptoms of varicosity as dull aching pain, tiredness, heaviness of the legs, varicose swelling are relieved and cured. *Get the free Illustrated Book now.*

*Fill in the Coupon to-day, and send it to-day to the National Infirmary, Gt. Clowes Street, Manchester.*

If you suffer you should have advice from the infirmary at once.

Plate A

**Plate A.**—Ulcer caused by a knock. Swelling occurs at the back of the leg, leading to sluggish blood circulation and congestion. Ulcer is on the track of a large vein and there is great internal blood pressure. Treatment to relieve the blood preasure, promote good circulation and a healthy condition of the blood required. If you have the same leg trouble you too can be cured. Send for the book and learn now.

**Plate B.**—Varicose Veins, Eczema and Ulcer. Due to Weak Veins, Poor Blood and Congestion of Tissue. The dark patch shown on plate is usually brown or purple in colour. Black spots appear on the skin. These are small clots of unhealthy blood thrown out from the capillary veins. The leg feels heavy and is easily tired. The blood does not circulate freely to the ulcer unless proper and thorough Treatment is applied. Under the National Infirmary Treatments hundreds of serious leg ulcers as shown have been soundly and permanently cured. You cannot afford to neglect your opportunity now. Write for the Book.

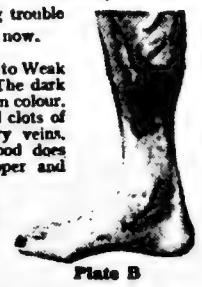


Plate B

***Leg troubles yield to the National Infirmary Treatment***

***Fill in Coupon for Free Medical Book.***

## VALUABLE MEDICAL BOOK — FREE

***This book has been written to help you. A free copy and full particulars of the Treatment will be sent to you by the National Infirmary.***

***FILL IN YOUR COUPON NOW.***

In this valuable medical book, specially written by Experts, the causes of leg troubles and skin diseases are clearly explained in a plain, straightforward way. There are no confusing and hard-to-understand technical terms. You will learn why you have a bad leg and how skin diseases arise. The book is interesting and useful. It is written specially for those with leg troubles and skin complaints and contains valuable information and sound advice and help. It tells how to have the National Infirmary advice, how to obtain the National Infirmary Treatment, how the Treatment is applied, how it is carried out at home, and tells you how leg and skin troubles are cured. Remember, the book will cost you nothing.

**THIS BOOK GIVES VITAL FACTS ON**

- Blood and its circulation.
- How ulcers form.
- How ulcers heal.
- How to know a genuine cure.
- False Healing and True Healing.
- What to get for your leg.
- Effects of long standing.
- Why Rest does not cure.
- How to kill pain.
- How to know when your leg is cured, etc., etc.

Do not fail to send for your copy to-day. Only a limited edition of the book is to be distributed free. The books are for sufferers only. If you suffer or if you know of others who suffer, a copy of the book will be sent to you. All you have to do is to fill in the coupon and post it to

**The National Infirmary, Ward B.L., Gt. Clowes St., Broughton, MANCHESTER.**

You will then receive the Book and all particulars of the Treatment by return of post.

**FREE BOOK COUPON.**

**THE NATIONAL INFIRMARY,**

**Ward B.L.,**

**Great Clowes Street, Broughton, MANCHESTER.**

*Please send your valuable medical book and full particulars of the Treatment free of charge.*

Name .....

Address .....

.....

STATE COMPLAINT .....

*National College of Health, Ltd.*

*The ambitious poultry-farmer may hope to prosper, but he would be advised to give this gentleman a wide berth*

# Poultry-by-Post SWINDLE

IT is the hope of every poultry farmer throughout the country to market at a fair price the birds he uses his time to breed and rear. The lack of efficient marketing facilities has already caused much distress among large numbers of poultry farmers in remote localities, and certain enterprising individuals have not been slow to exploit such poultry-breeders to the full.

It is for this reason we would issue a special warning to those concerned in the breeding of poultry for profit against being lured by certain advertisements which have been inserted by a man named *E. Horovych*, with an address at 17, Cobb Street, Whitechapel, London.

Horovych has advertised in a number of journals from time to time, for fat hens, chickens, and eggs, to be supplied either in large or in small quantities.

According to his announcements, he is ready and willing to pay the "best market prices"—a fact which undoubtedly proves attractive.

## *Think twice*

These advertisements calling for the produce of the hard-working poultry farmer have been inserted in various newspapers of standing, with the result that Mr. Horovych has been accepted as a dealer of some consequence.

In other advertisements he offers sitting hens and other poultry for sale at tempting prices.

Now there are readers who have found grave reason to complain of the methods he employs in the conduct of his business. In fact, a number of complaints have arisen which show that breeders should certainly think twice before entering into business transactions with Mr. Horovych.

One reader, who resides in Aberdare in South Wales, was induced a few weeks ago to supply a number of fat hens, for which he understood he was to be paid at the rate of 1s. 2d. a pound.

A fair price, one might say, and as this Welsh reader has continually supplied a number of people without encountering any difficulties, he not unnaturally expected to receive either a cheque or a money-order by return of post.

## *"Rubbish"*

Horovych did not even trouble to acknowledge receipt of the birds, and when the client finally wrote to ask if they had been delivered safely, he was favoured with a postcard pronouncing his birds to be "rubbish."

He promptly demanded their return, and though Horovych could have sent them back without cost to himself he retained them.

The breeder began to hope that this intimated that the proposition was being reconsidered.

But he was sadly disillusioned. All he received from Horovych was a further acknowledgment to the effect that his produce was not up to the standard expected.

He realised that he was being fobbed off with a specious excuse, but there seemed small hope of securing redress.

## A Plucker's Double SNARE

In the end he had to invoke the aid of the editor of a journal of repute in poultry-farming circles before he succeeded in obtaining any response from E. Horovych. Even then he gained only a meagre 4s. 7d. from the transaction.

Others who have experienced equal difficulty in collecting moneys due from this particular Whitechapel trader have made complaint to the authorities. We therefore have felt it desirable to investigate the methods practised by this Mr. Horovych, who is by no means as reliable as his advertisements might lead one to suppose.

Our discoveries are illuminating. In the first place, far from being a genuine poultry dealer, Horovych is a man who seeks to enrich himself at the expense of others in ways which have nothing whatever to commend them.

There have been a number of complaints recently from disappointed clients who have had difficulty in securing satisfaction.

Some complain that they have sent money for birds advertised at attractive prices by Horovych, but have been unable to secure delivery. Others declare that they have sent poultry to him for disposal, and have then heard no more.

A typical instance is provided by the experience of a woman poultry-keeper in Essex. Attracted by an advertisement in the usual way, she sent a remittance with an order for several birds that Horovych said he had for sale.

Once she had parted with her money there came a stony silence. Thinking that perhaps her order had gone astray, she sent off a letter of reminder. When this was likewise ignored, her suspicions were aroused

Since then she has written repeatedly to demand the return of her money without avail.

This is scarcely surprising when we reveal that Horovych is a man who has frequently come under police notice in connection with his dubious methods of conducting business.

At 12, Cobb Street, Whitechapel, we find he has a shop at which crates of birds are delivered from farmers and breeders in many parts of the country. There were signs of bustling activity when a JOHN BULL representative paid a call there recently.

## *Only regrets*

Yet several leading poultry trade journals have definitely declined to accept any further advertisements from Horovych because of the number of complaints they have received from readers.

But, undeterred, he has simply transferred the field of his activities, and is seeking to get his advertisement into provincial newspapers.

In view of the complaints now arising, poultry breeders should look upon his offers with distrust. Advertisement managers should also be chary of accepting his announcements, which, as we have shown, have drawn more than one unsuspecting person into transactions that have brought them nothing but regret.

# TWO QUACKS PUNISHED

DESERVED punishment has been given, at last, to two discreditable "fake" medical practitioners.

At the summer Assizes at Northampton, Albert Charles, aged forty-one, of Park Way, Friern Barnet, London, and John Frank Pratt, aged thirty-one, of Park Road, Crouch End, London, were found guilty on charges of conspiring to defraud.

Charles received a sentence of ten months' imprisonment in the second division, and Pratt five months.

* * *

"I think it is a very gross and systematic fraud," declared Mr. Justice Finlay when he sentenced the prisoners.

The case arose because of complaints to the Chief Constable of Northampton from people who had been victimised by the men. Under the name of "Godfrey Dean," Charles and Pratt carried on a clinic at Northampton for the treatment of deafness, and advertised extensively their alleged "cure." Some of their supposed testimonials were entirely bogus.

We can reveal that Albert Charles is, by real trade, a bakery engineer. He has no medical experience whatever, and opened in the deaf clinic business after reading a general medical treatise on the treatment of affections of the ear.

Among the towns in which he has carried on his pernicious activities are: Birmingham for seven months; Doncaster eight months; Nottingham four to five months; York about five months, and Bedford.

He was at one time using the trade name of "Charles Lang, the well-known London consultant."

Pratt was formerly a potato salesman, and then lost his employment. Until Charles introduced him into the clinic "racket" he had no knowledge of ears or ear troubles. Yet he used to interview patients, or examine them and "diagnose" their troubles.

* * *

We are glad to know that these twin rogues have met with their desserts, and we congratulate the Chief Constable of Northampton for his action in this matter.

# Big Profit Gamble

THE lure of the gaming tables at Monte Carlo, promises of easy money to be made, have a fascination for a large number of people. It was undoubtedly for such that the following advertisement was inserted recently in a London newspaper:

"Monte Carlo.—You can join remarkable system.—Box ——."

Those who have replied to this advertisement have received a queer letter from Mr. Michel Behar, of Sinclair Gardens, Shepherd's Bush, in which he declares enthusiastically: "I can confidentially say that I am proud to possess a most amazing scheme in roulette for even-money chances.

"I am convinced that it is possible to double a moderate capital in a week by playing only three hours a day."

Then Mr. Behar, the wizard of the roulette tables, adds somewhat artlessly: "If you are the lucky person to join me, you are welcome."

We can only urge people who may have been attracted by Behar's promises of easy riches to be won at the gaming tables of Monte Carlo to think twice.

Their suspicions should be aroused when this system expert has the impudence to claim that with a capital of £250 it is possible to win £64 a day, for three hours' play, making the total of the week's winnings no less than £448!

Witn a capital of £100 the weekly winnings amount to £112. All of which seems a little too good to be true.

Prudent people will ask why, if Mr. Behar has discovered such a wonderful system of making money he does not take the earliest opportunity of making the journey to Monte Carlo and win a fortune for himself.

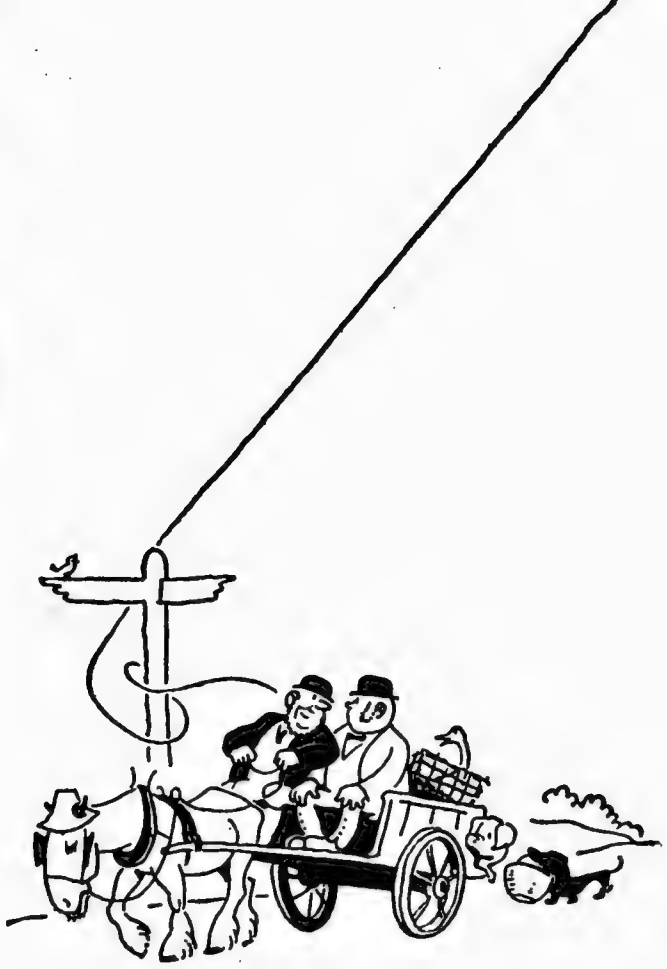
This simple idea seems either to have escaped his notice, or else he is consumed with philanthropic zeal.

In a red-inked footnote to his letter Behar says that: "The method is very intrecated; it is not advisable to play more than three hours a day; it is rather hard mentally."

Which may be true, and it is likely that the system will also prove "rather hard" financially for those who risk their money.

*Wills's* CAPSTAN CIGARETTES. 10 for 6d., 20 for 11½d., PLAIN OR CORK TIPPED

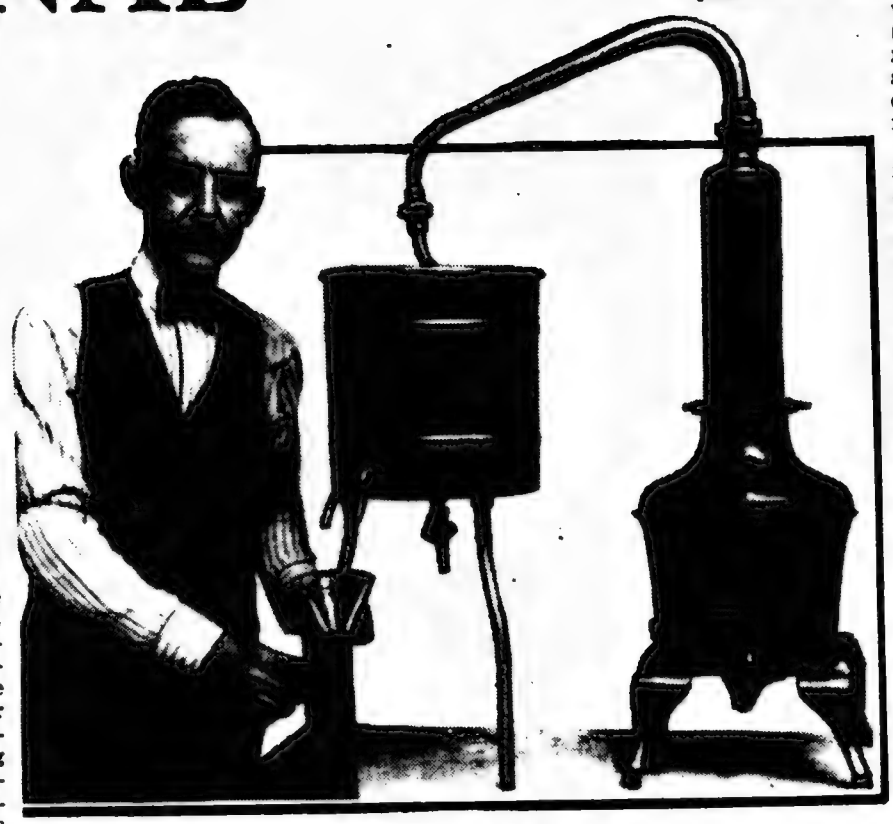
'BETTER
BUY CAPSTAN,
*they're blended*
*better*



*–as they say on the way to market*

C.C.4778.

# A CRIMINAL *Home Liquor* OFFER



*What a home still looks like. This one is described as the "perfect type for domestic use," and as captured in a police drive during Prohibition in the United States*

**IGNORANCE of the Law is no acceptable defence against a criminal charge—although, in certain circumstances, the plea may be advanced as a mitigation of penalty.**

**The reason for that statement will become apparent in the course of this disclosure of how unsuspecting people all over the country have been drawn into an illicit liquor traffic of astonishing magnitude.**

**Bootlegging in Britain! It sounds incredible, yet we are able to expose an ingenious plot for setting up amateur bootleggers in every part of the land.**

**As a preliminary, it is necessary to define, in broad outline, the law in regard to the distillation of spirits.**

## *Wide safeguards*

**It is a serious offence to have in one's possession, without official permit or licence, any appliance by which it is possible to distill spirits. The manufacture of spirits, except under sanction from the Commissioners of Customs and Excise, is totally prohibited.**

**Similarly, it is quite illegal to hold in store, to sell or to transport, any spirit or "wash"—the crude base of spirit—which has been made in an unauthorised distillery.**

**Indeed, so wide are the safeguards under various Acts of Parliament against illicit stills that even a still for the distillation of pure water is illegal** except with official permission.

Doubtless the fact that most people are completely unacquainted with the law in this matter has inspired a certain enterprising individual to exploit their ignorance to his own advantage.

His campaign opened with the following amazing advertisement, which has recently been appearing in a weekly newspaper with a national sale:

"Scottish distiller gives particulars for producing pure spirit, genuine formula. Hartley, 29, Greenhill Grove, Manor Park, London, E.12."

Large numbers of people in different parts of the country have answered that advertisement. In return to their enquiries they have been favoured with letters stating that the formula will be supplied in return for a fee of either 5s. or 7s. 6d.—the amount asked varies according to the locality and the address. The advertiser apparently adds an extra 2s. 6d. to his normal charge as he thinks fit.

All those foolish enough to part with the fee demanded have been provided with a written recipe for spirit-making.

The instructions are exact and full. There is a description of the apparatus which will be needed and of the quantities of raw material required to provide an output of marketable spirit. Such spirit, of course, could be disguised as whisky, gin, or in a variety of other ways.

To the recipe is added a form of postscript to the effect that if the applicant finds any difficulty in purchasing the necessary apparatus for the still the advertiser will forward it at a cost of 37s. 6d.

Incredible as it may appear, various individuals have actually parted with this additional money to the advertiser, and have been subsequently equipped with the material for starting as distillers on a small scale!

Obviously, in view of the law, such an advertisement traffic could not be ignored by the authorities.

We are able to reveal the fact that a short time ago a visit of inspection was paid by Excise officials to the house in Greenhill Grove, Manor Park. The advertiser's mailing list and the whole of his correspondence was seized.

Then commenced one of the most thorough and complete enquiries ever carried out by a Government department.

Selected officials were despatched to every town and village from which an enquiry had been addressed to the advertiser. Some went to the North, others to Yorkshire, to the Midlands, to Wales and the West; while another section was engaged in London and the Home Counties.

## *Great swoop*

All kinds of interesting discoveries have been made. In some instances stills which had been producing spirit were found in small houses, with bottled stores of neat spirit and "wash."

In all cases statements have been taken from the persons who received this sudden visitation. It is the widest and best organised swoop after the illicit distiller made in recent records of the Excise office.

How the innocent have become involved in this sensational affair is illustrated by the experience of a Staffordshire reader of JOHN BULL, who writes as follows:

"A friend of mine—he is resident in America—had asked me to obtain for him a spirit formula. So I wrote to the advertiser. By return of post he asked for 7s. 6d. before sending the formula. As I thought there was a catch in it, I let the matter drop. Now for the sequel. Yesterday my home was visited by two Customs officers. They were in possession of my letter and also a search warrant. Although I told them that I had no spirit or still, they searched my house, even to the bedrooms."

Hundreds of people in different districts are in the same position as that correspondent. They have made one preliminary enquiry of the advertiser, and after that have not proceeded further.

Yet, quite naturally and properly, they have been visited and their premises searched. They had dabbled with something which might constitute a breach of the law, and so had to take the consequences.

With such proof before the Commissioners of Customs and Excise of a largely advertised scheme to distribute knowledge of how to manufacture illicit spirit it was impossible that any individual should escape the inconvenience of of a visit and interrogation.

For more than a fortnight the unmasking of this ingenious and illegal scheme of "bootlegging" by post continued

One of the gravest sides of this despicable illicit still undertaking is the fact that many of the men who answered the advertisement are out of work or in poor circumstances. They are simply the unsuspecting victims of a fee-snatching crook.

We have been to considerable pains to ascertain the history of "Hartley," the advertiser of Greenhill Grove, Manor Park.

## *Hundreds involved*

He is an elderly man, more than seventy years of age, who describes himself as a retired engineer. He is in receipt of the old age pension. He has gained a substantial sum in response to his periodical advertisements as a "Scotch distiller."

Without question, Hartley must have been well aware that he was dealing with a dangerous commodity when he advertised a formula for spirit making.

For eleven years ago, under his right name of Frederick Young, he was convicted at East Ham Police Court for having in his possession an illicit still and quantities of spirit and "wash."

On that occasion he was fined a total of £45, or, as an alternative, ninety days in prison. He took prison as his punishment rather than find the money.

Despite this lesson he has since devised his precious postal course in bootlegging, and by so doing has involved hundreds of people in the net of official enquiry.

Credit must be given to the officers of the Customs and Excise, who, with infinite pains and difficulty, have unearthed the whole scheme.

The importance of such work is apparent by a reference to the latest figures of National Revenue. Last year the payments to the State in spirit duty amounted to £33,500,000, of which by less than £29,000,000 was in respect of spirit distilled in this country.

Thus upon the officials who carried out the recent investigation falls the duty of protecting one of the main sources of national revenue.

We sincerely trust that they will be successful in stamping out home-distilling ramps of the kind here exposed.

THE HUMAN MACHINE

## *Don't be Dumb!*

*ALTHOUGH we live in an age of machinery, surrounded by mechanical marvels, we do not often appreciate the real lesson of the age. We have yet to realise the true function of the machine.*

*That function is the creation of leisure. The work done by the machine, done easily and without effort, is a symbol—marking man's mastery over his environment, his freedom from sheer brute labour, his opportunities for new and higher development. Through the proper use of the machine man can now release his energies for other things than brainless toil.*

*So many people do not appreciate leisure and ease because they wrongly believe that effort is a criterion of value. They think that a job done easily cannot possibly be a job done well. They think it is clever to make everything as difficult as possible.*

*To overcome difficulties is one thing. To create difficulties in order to overcome them is another—and a stupid one. But there are plenty of people who, unable to turn their work into play, go one worse and do their best to turn even their play into work.*

*It's silly and stupid because in the brain man has one of the finest machines in the world. Properly used the brain can make life easy, work simple, and the most arduous task light. It all depends whether you use the brain to look ahead and think—or to look ahead and worry.*

*It all depends whether you organise your life or just muddle along. It depends on whether you consciously think out ways of easing your labours or take whatever troubles and difficulties the world cares to throw in your path. It depends, in fact, on whether or not you use your brain.*

*There is no value in effort for its own sake. It is the ease with which a job is done that marks out the skilled craftsman from the beginner and the bungler.*

*The art of life is to create leisure. It can only be created by doing work easily and effortlessly. And that can only be done by using our brain machinery to perform the one task that it—and no other machinery in the world—can do, to think.*

# What's Wrong with the Hospitals (2)

# ALL D... OUT-P...

*"Hundreds of patients crowded along wooden benches in the bleak, draughty hall."*

FOR the great majority of the public who have used a hospital their first, and often their only, contact with it has been through the out-patient department.

The out-patients' has long ceased to be merely the gateway to the in-patients' department. It has long outgrown its original intention of merely providing general practitioner treatment to the sick poor who could not afford a doctor. The out-patients' department has now become almost the major service which a hospital offers to the public.

In sheer numbers alone, in volume of work done, there is impressive testimony to that fact. Year by year for the past generation, attendance figures at most hospitals have gone up by leaps and bounds. In London only it is estimated that there are 2,000,000 new patients annually at the out-patients' departments of the various hospitals, and these people between them make about 10,000,000 attendances. The figure for the rest of the country is about 5,000,000 new patients with attendances in proportion.

## Keenly sought

The type of service rendered, as well as the quantity, has also been extended. From being centres for the treatment of minor ailments of the poor, by the junior medical staff as a kind of training ground before they went out into general practice, the out-patients' departments of the hospitals have now become the prime source of supply of the most highly specialised forms of diagnosis and the most advanced treatments.

The unpaid consultant posts are keenly bid for by the most brilliant brains in the medical profession. Only the pick of the medical profession get these posts, which set the hall-mark on their reputation.

To nine-tenths of the population of the country these services and the application of many of the complex and expensive forms of modern treatment are made available *only* at the hospitals. And the nine-tenths are well aware of that fact. It is the quality of the service offered which has created the enormous demand for it, and, incidentally, the hospitals' gravest problem and the public's worst grievance.

## Severe ordeal

Overcrowding and excessive waiting have come to be established features of out-patient routine at fully 50 per cent. of the country's hospitals. The waiting is often on such a scale and under such conditions as would be a severe ordeal to a well person. Those people who have to submit to it, however, are ill; sometimes very ill.

Most of the hospitals which tolerate such conditions have to dismiss them as "inevitable." With some justice they plead the old adage about the quart and the pint pot. And as most hospitals are a law unto themselves, there the position remains.

The fact of this "ordeal by waiting" is a matter of common knowledge among the out-patients. But they themselves can do little about it. Except in very rare instances, hospitals have no machinery whereby patients can make their grievances known, and where compliants can be sifted with a view to improvements.

## Ancient methods

In addition, the majority of the public is only too ready to recognise the value of the services it gets and the difficulties under which those services are given.

But some people are under the very human impression that they will get scant treatment from the hospital if they become known to the authorities as "grousers." The general feeling is that what they get is well worth waiting for, and so they "grin and bear" much unnecessary and avoidable misery.

But this does not excuse the situation. The plain truth is that while the hospitals aim at providing a medical service which is the last word in efficiency, the methods they use to make that service available dates from the last century. The system has stood still since the "pill and powder" days. The hospitals use the same methods to cope with millions as they previously did with thousands.

## Unsheltered

The other day, one of those wintry days which has marked this early summer, a JOHN BULL investigator passed one of London's greatest hospitals. Outside the entrance of the out-patients' department was a queue of about a hundred people, men, women and children, standing huddled along the pavement, shelterless in the rain and wind.

A few yards away was another queue—but they were waiting to get into the pit entrance of a theatre for a matinee performance of a popular revue. *They* were sitting at ease on camp stools, protected from the rain by a canopy.

There is an obvious, if uncomfortable, moral here. But we do not wish our readers to believe that the contrast we have drawn in this incident between the way a theatre manager treats his patrons and a hospital authority treats its patients is common. It is not. Yet the fact that even one hospital can tolerate such slipshod lack of care for its patients brands the whole system.

If there are hospitals where out-patients must wait on the pavement in queues there are others where the inside accommodation is not much better.

In one children's hospital a visitor to the out-patients' department will see hundreds of mothers and infants crowded along wooden benches in the bleak, draughty hall which has served for the reception of patients for scores of years.

The specialists who attend there are among the finest in the world. All those mothers know that fact. It is about the only thing which sustains them over a four or five hour wait with an ailing, fretful child before they can "see the doctor."

Five hours between the arrival and departure of patients is a common occurrence at this hospital.

A canteen is provided for the mothers, where they can get tea, but that does little to relieve the nervous strain of those long, monotonous waits under irksome conditions.

It is an ordeal which has deterred many mothers from taking their children to such hospitals, even when they know full well that the children ought to be seen by a specialist. For even if a mother is prepared to face the personal physical strain of waiting under the conditions imposed, it is not always possible for her to give up a large portion of the day from her household duties and the other children.

And it is all so unnecessary. Financial shortage is not the only cause of all this dreary waiting and overcrowding at many hospitals. There are some municipal infirmaries, amply supported from the rates, which are as bad as the worst of the voluntary hospitals in this respect.

## Prime cause

And there are some voluntarics whose very existence is a kind of annual financial miracle, but who in coping with their avalanche of out-patients, have managed to reduce this bugbear of waiting to a minimum.

It is a shortage of common-sense, not money, which is the prime cause —backwardness, lack of efficiency, a "pint pot" system trying to handle a "quart" demand.

At one of the largest London hospitals a count was taken of the aver-

# DAY in the PATIENTS' QUEUE!

age time taken by a new out-patient in passing through all the routine stages between arrival and departure.

Here is how this average patient spent his time: First, from his arrival to the end of his examination by the casualty officer, took 30 minutes; then the wait for registration to his appropriate clinic, 20 minutes; wait and see almoner, 40 minutes; wait to see doctor, 50 minutes; seeing doctor, 35 minutes; waiting at dispensary for medicine, 20 minutes—total, three hours 15 minutes.

Many of the patients on the day this count was made took over five hours to go through the various stages, others took less than an hour. But, compared with many other institutions, the average was low, and this hospital is proud of it!

*It is the time spent in the various stages before and after seeing the doctor which makes up the long ordeal for the patients at most hospitals, and where the charges of inefficiency can well be made.*

At one hospital, even old patients spend upwards of three-quarters of an hour waiting for their papers to be looked out in the under-staffed and antiquated filing sections of the registry. At another, a wearisome hour or more is spent at the dispensary where scores of people line up at one hatch. Those that require stock medicines have to wait while others with special or complicated prescriptions have them made up.

The time taken in the various intermediate stages before and after seeing the doctor varies between hospital and hospital. In one which has an efficient dispensary stage, we find a backward almoner department or registry, and so on. Thus we see that the long stress of the total wait is made up from, and increased by, many smaller monotonies.

That most of these are needless, that they can be reduced by business-like arrangements, is shown by the record of one of the great teaching hospitals whose many patients seldom spend more than an hour and a half between arrival and departure, and which has not been troubled with overcrowding for years.

At this hospital new and old patients go through a different routine. New patients can arrive at any time that the department is open and they go straight to the casualty officer who sifts them into major and minor cases.

The latter are dealt with by the hospital medical staff, prescribed for and dealt with by the dispensary at once. And usually many of them are "weeded out" from further visits by being told frankly that their panel doctor can clear up their case quite easily.

During this sifting process a separate registry staff is working with the new patients, making out the papers and clinic cards for the major cases, making enquiries into their means, and so on.

## By *appointment*

*Thus two or three stages are pressed into one.* Furthermore, an appointments system works at this hospital so that a new major case can be told exactly when he can see the specialist. He can even leave the hospital if he is likely to wait a long time, and pass away the time elsewhere until his appointment. In fact, he is encouraged to do so.

After seeing the specialist, he receives an appointment card for subsequent visits. When he does call again he goes straight to the old patients' registry, where an up-to-date filing system produces his papers in a few minutes.

He is then ready to see the doctor, and has only a few minutes to wait, most of which is spent in getting ready for examination in one of the several dressing cubicles adjoining the specialist's consulting rooms. Everything works smoothly.

Time is also saved at the dispensary stage "Repeat mixture" patients, stock prescriptions and special prescriptions are dealt with at separate hatches.

We have given only the main outlines of the procedure at this hospital, and avoided the details whereby the machinery has been made to function so evenly. But there is nothing in them that every hospital could not copy equally well.

Apart from the business methods which save the waiting in the intermediate stages, the appointments system is the chief contribution towards making things easier for the out-patient—and for the hospitals. And that one point is the chief bone of contention among those hospital authorities who are seriously considering how to clear up the waiting and overcrowding chaos of their out-patients' departments.

## *Women's ordeal*

Most of them will concede that a poor patient has as much right to an appointment with the specialist as if he went to see him at his consulting room as a private patient. But they disagree that the principle can be carried out practically. One objection—a rather feeble one—is that the appointments system destroys the tradition of the "open door."

Another, with more force, argues that much of the present waiting is often caused by honorary specialists whose private engagements make them arrive late, that the hospitals have very little power over them, and that with an appointments system matters would be worse because habitual lateness would throw the whole machinery out of gear.

There remain one or two other points of strong public complaint against the out-patient departments of most hospitals, besides the question of accommodation and waiting.

One of the chief objections, particularly by women, is the necessity of being examined in the presence of a crowd of students. To any normally sensitive woman that is a very real ordeal.

"May I be seen without the students, please?" is a common plea made to hospital executives. The hospital usually replies: "The treatment by which you are going to benefit has only been made possible by knowledge gained from cases before yours. The specialist who is to treat you was a student himself once. Will you deny to people who come after you the knowledge which may be gained and passed on from your case?"

But for one woman who understands this argument there are scores who do not.

There are hospitals which, logically following out the principle that a poor person has the same rights as the rich to personal as well as medical treatment, accede to a request for private examination by the specialist. There are others which make it difficult for the patient by putting her back to wait, or flatly saying "No."

The consequence, known to many doctors, is that there are many poor women, especially those with gynæcological complaints, who are enduring needless suffering simply because they cannot bear the thought of treatment before crowds of young students.

A similar grievance and this time not limited to women alone is the custom of "mass examinations" which is practised at some hospitals. With a vague idea of saving time, the consultant has a half-dozen or more patients in at once.

The patients sit or stand round the consulting room table and then the first of the batch is called forward to describe his symptoms. This preliminary narration often involves a good deal of questioning by the specialist or his assistants, and because of the smallness of the room this discussion between patient and doctor sometimes takes place within earshot of the other patients.

And yet there are specialists who complain how difficult it is to extract information from some of these out-patients or get them to describe their symptoms with any clarity!

But, when all is said and done, it is the chaos in out-patient organisation which forms the heaviest burden of protest against the hospitals.

## *Your story*

Four years ago a Committee of King Edward's Hospital Fund was appointed by the Prince of Wales to go thoroughly into the whole matter and make recommendations.

It heard a mass of evidence from every source connected with hospitals, and in its report published two years ago can be found confirmation of most of the points made in this article.

It put the case against the hospitals more strongly than we have done.

It also made recommendations which should clear up the muddle—common-sense business methods such as we have described.

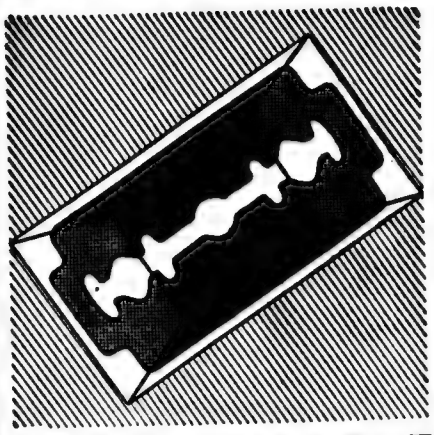
What has happened to those recommendations in the two years that have gone by? Among those hospitals where the need for change was most apparent at the time the Committee sat there has been none that we can discern.

JOHN BULL is out to bring about that change for the good of the patients and of the hospitals. We want to help both.

**Our readers can assist us to do this. There must be thousands of them who have suffered in the out-patient queue. Let them write and tell us of their experiences.**

We will do the rest.

UNTOUCHED...



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# Concluding ROUND the WORLD on a 'BULLET'

*THIS enthralling instalment ends your globe-trotting with the man who went round the world "on a Bullet."*

*The graphic diary kept throughout his fascinating journey by Mr. C. H. Turner, of 6, Fairview Road, Woodthorpe, Nottingham, whose wife won this remarkable world cruise on the luxury liner "Empress of Britain," with £1,000 and £5 a week added, in a "Bullets" competition, makes a record of the most wonderful journey left to man.*

THROUGHOUT a week lasting eight days, because we cross the international date line, my wife goes to ship's Oriental Ball as a Japanese woman (and looks far less attractive in the false hair she has to wear than in her own!), and we sell all the stuff we wish we hadn't bought at a white elephant sale where there is more jocularity than bids. Then—

*Wednesday, April 24*: Honolulu, capital city of the second biggest island in the Hawaii group.

What a lovely first view! Range upon range of jagged green mountains provide the background. The town nestles at the foot with the word "Aloha," which is either a greeting or a farewell, across the front of its clock tower.

We soon see what a truly wonderful place it is. People to garland *us* with their sweet flowers. Pretty girls in grass skirts. Blooms everywhere, in flaming masses.

Add to it all wonderful gardens sloping to a sea of incredible blues and greens that is quite transparent, except where it breaks into long white lines of foaming surf, and—no, this is no mere flight of poetic imagination!—a sun of sapphire and emerald overhead.

Afterwards, we watch coconut-tree climbing by men and women—which looks easy, but isn't. They grip the trunks with their hands, lean back and —walk up!

COFFEE served by the daintiest little Japanese we have seen, and then—dancing in a grove of coconuts, hidden coloured lights throwing a soft radiance on the frocks of the women and the white suits of the men, and a wonderful Hawaiian band playing softly, liltingly.

We sit, between dances, beneath a soft, velvet sky in which the stars seem strangely vivid and blazing. Afar, the lights of Honolulu twinkle in an unforgettable picture.

Happy hours, flying too quickly by....

*Thursday, April 25*: A drive revealing greater beauties even than those of yesterday.

After an al fresco meal in a little park sheltered by a grove of palms, I find my camera has, unknown to me, developed a hole in the bellows. And so the greater part of the snaps taken in our Hawaiian trips are failures.

In the coral gardens we embark in a glass-bottomed motor-launch, and, peering down on a reef through the crystal clear water, see the most exquisite marine garden in which shoals of exotic and fantastic-shaped fish swim.

Then to the celebrated aquarium to see at closer quarters many of the fish we saw on the coral reef.

*Friday, April 26*: A morning of shopping in Honolulu, a swim in water so clear that you can always see your toes, and then fun on sands so hot that they burn the feet while we watch surf riders who reach the speed of express trains on their frail craft.

The beach is crowded with men and women bathing or lying in the sun, which is especially dangerous at Honolulu unless you are acclimatised. Mindful of our previous painful experience we expose ourselves little.

Among the sun bathers we noticed Jeanette Macdonald and Warner Baxter.

All too quickly our ship departs. Paper streamers fly gaily in wind. Hawaiian musicians play. We hear the lovely tones of singers in the island song of "Aloha."

Half a mile from the shore natives are still with us.

On the captain's bridge, at a height of close on 100 ft., they stand a moment poised against the golden glow of the sunset. Then down, down they go, straight as an arrow, to swim home. There is an island tradition that departing visitors should cast their "leis" in the sea. If they drift back to shore the owners will return. Many obey this —but not all.

*At Honolulu. Mr. and Mrs. Turner enjoy the fruit of a pineapple in the grounds of their hotel.*

My wife, for instance. She was one of the women at dinner that night who had round their necks a garland of exquisite Hawaiian blooms....

Honolulu, you are one of the most beautiful and glamorous places in the world!

*Saturday, April 27*: Hawaii. We discover it at dawn.

We see the picturesque Rainbow Falls and then the volcano which dominates the island, traces of snow about its summit.

On our way we stop at the Sulphur Banks, an odorous spot where fumes issue from cracks in the highly volcanic ground.

Here our car breaks down, but, sharing another, we reach the crater safely.

"Moana Laa" erupts about once a year. Lava wells up within the fire-pit of its crater. We walk to the very edge of this fire-pit and look down on the lava within.

WE next visit the lava tubes, situated in the middle of a small extinct crater that is now a fairyland of giant ferns and trees, and formed in a past age by a mass of red-hot lava forcing a passage through some cooling lava.

Through one passage we walk. But as the roof and walls are exuding moisture, we do not linger for fear of getting our white clothes stained.

Then we weigh anchor—for San Francisco.

*Wednesday, May 1*:—After some days at sea, I go on deck and pick up some islands. There is great excitement among the Americans on board at this first sight of their homeland.

At dusk we pass through the Golden Gate and enter the harbour just as the tall skyscrapers ashore are lighting up—a beautiful sight.

*Thursday, May 2*: So this is San Francisco! I had pictured a busy seaport. Instead, I find a beautiful city of broad streets and handsome buildings, many of them "skyscrapers."

Market Street has four separate street-car tracks, and yet there is ample room for ordinary busy car traffic.

San Francisco, like ancient Rome, is built on seven hills.

In the middle of the sea, opposite the town, is the island prison of Alcatraz, said to be the strongest in the world. In it are Al Capone and many other notorious gangsters.

We see convict labour employed in the streets. It is strange to see a cheery negro in prison garb sitting on a box in the middle of the road painting a white line and chatting amicably with a soldier who guards him. We drive to the celebrated "seal rocks," covered with hundreds of seals, the noise of whose barking can be heard above the noise of the traffic.

At one place we pass a herd of buffaloes.

LATER we visit San Francisco's famous swimming-pool, the largest artificially heated pool in the world.

It contains over six million gallons and is considerably over a quarter of a mile long.

The city's China Town, which covers quite a considerable area and is exclusively Chinese, is Orientally fascinating.

The Chinese even have their own telephone exchange, which has no numbers. The Chinese girl operators have to remember the names of over 2,000 different subscribers.

At the summit of "Twin Peaks" are numbers of wharfside shops.

People drive up in their cars, hoot, and immediately an attendant serves them with a hot crab supper. The crabs are cooked in huge vats right on the pavement.

The locality is picturesque, but has a marked fishy odour!

Paying a night call at one of the hundreds of night clubs, with which San Francisco abounds, I order a whisky and soda. I am brought a vile concoction that tastes like train oil.

On protesting I am told it is always served as whisky, and that if I wanted the genuine variety I should order "Scotch." I do—at the cost of another dollar (4s.!).

There is some very indifferent broadcasting going on. My sympathy is with the listeners.

I gather that President Roosevelt had

*(Continued on page 26)*

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MACLEANS SOLID
DENTIFRICE
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# Round *the* World *on a* 'Bullet'

*(Continued from page 24)*

been sentenced to the electric chair for beating up Babe Ruth with a hatchet.

My impressions may be wrong, but I am at a loss to understand how the Americans can tolerate this kind of broadcasting.

*Saturday, May 4.*—Here we are at Los Angeles. From the cliffs we get a fine view of the coast with, immediately below us, the seaside home of Marion Davies.

In the residential part of Beverley Hills, owing to the prolonged drought, the streets have notices prohibiting smoking.

We see the homes of Joan Crawford, Will Rogers, Marion Davies, Norma Shearer, the late Rudolph Valentino, and, of course, the most famous of all, the "Pickfair" residence of Mary Pickford and Douglas Fairbanks.

The largest and most expensive is the million-dollar residence built by Doheny, jun., son of a famous millionaire oil magnate. He was murdered by his secretary within six months of taking up residence!

ONE call is at the "temple" of the notorious "Sister Aimee," shaped exactly like a theatre, with a stage, pit, circle and gallery. Adjoining is her private residence, nearly as big and palatial as the "temple" itself.

*Monday, May 6.*—On this day King George V. celebrates his Jubilee. It is gloriously fine.

Saloon is decorated with exclusively British flags and an extremely handsome souvenir menu bearing the Royal Arms is given to each of us.

In the Empress Theatre glasses of port are handed round and the captain proposes the health of the Queen.

At a fancy dress ball and gala a prizewinner is Lord Tennyson, the famous cricketer who went as "John Bull."

*Wednesday, May 8.*—There is a sudden tremendous swirl close alongside. Rushing to the rail we see a huge shark fully 15 to 20 feet long, swimming close alongside the ship. Just as it vanishes, distant spouts of water from the middle of the ocean denote the presence, some distance away, of whales.

*Thursday, May 9.*—Rain! What a relief with the temperature of 126 degrees in the shade!

*Sunday May 12.*—And here is Balboa. The greater part is devoted to the offices and residences of the Panama Canal authority.

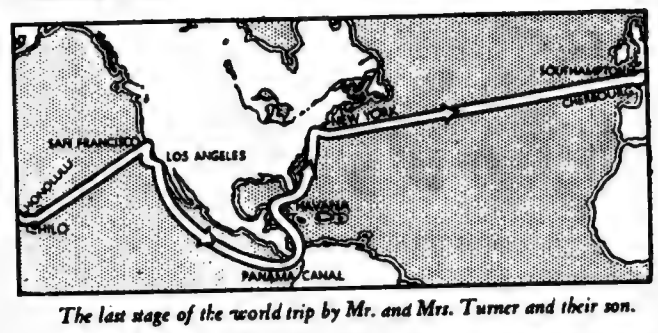
The canal administration offices, crowning a hill, might well be mistaken for a royal palace. Close beside is a long avenue of dark evergreen panyan trees. These, meeting overhead, form a mile-long tunnel of dark, cool shade from the intense heat of the tropical sun.

We are told we are fortunate it is a cool day. Whew! And the thermometer around 100!

Our next point of interest is Panama, with its heterogeneous collection of half-caste negro peoples housed in dirty shacks, its noisy streets and dirty by-ways. Yet Panama has its attractions as we are soon to learn. There is a big cattle market, but owing to the formation of the coast it is impracticable for the coastal vessels to land the beasts alongside.

They are therefore dumped overboard to swim ashore, probably an enjoyable experience after being cooped on board in the intense heat.

Of old Panama little remains. Encroaching jungle has swallowed up most




*The last stage of the world trip by Mr. and Mrs. Turner and their son.*

of what was once a wealthy city and in its fastnesses the poisonous snakes, lizards and alligators make exploration a risky business.

Yet here is the ruined tower and fane of the ancient cathedral of San Jose, where once reposed the famous golden altar.

TREES have now pushed their way up within the sacred walls. Gorgeous butterflies, inches across the wing, float lazily by. A few yards away the surf creams in from a blue sea on a coast lined with tropical palms.

It is difficult to visualise, in this peaceful setting the bloodthirsty deeds that marked the sacking of old Panama, how Morgan, that famous but ruthless pirate, surprised the city and slew or carried off captive the whole of the inhabitants save a few who sought safety in the snake-infested jungle and sailed away leaving the once-proud city a smoking ruin.

In Panama City we find displayed for sale something of which I had often read but never expected to see—nothing less than dried human heads, relics of the Joboro head-hunters of the South American tribes.

By a secret process the heads are both mummified and shrunk to the size of a small coconut, whilst perfectly preserving the features.

There were three specimens under a glass case, one *tastefully* offered in a basket decorated with red silk, over which the black hair fell to the table.

I was asked 50 dollars each!

*Monday, May 13.*—Up early, as our ship is due to begin the passage of the Panama Canal.

Completing our toilettes, we reach deck in time to see us negotiating the first of the locks, which are to raise our ship some 86 feet to the level of Lake Gatun and lower it again, on the further side, to the Atlantic!

The locks are only just wide enough, for we are the largest vessel ever to negotiate the passage. Electric motors called "mules," running on rails, guide the huge bulk of our vessel through the gates.

Meanwhile, officials of the canal authority keep up an interesting running commentary.

Now we sight our first alligators. They are at the water's edge partially submerged.

And at the second lock a detachment of the U.S. army "stands easy" to watch our passage

We now reach the comparatively open waters of Lake Gatun, formed by damming, and the largest artificial lake in the world. We see in the water the remains of submerged forests.

During our transit we pass two large steamers going in the opposite direction, and wave friendly greetings.

*Thursday, May 16.*—I awake early to find the ship entering Havana Harbour.

As the heat is overpowering we confine our morning visit ashore to visiting the main shopping streets, where we buy some Spanish fans but little else.

Down the narrow streets electric cars come charging, so close to the pavement edge that one has to stand sideways.

Across the narrow bottle-neck entrance to the harbour is the old castle of El Morro. At one time unfortunate prisoners were thrown over the battlements to the sharks that infest the bay. It is a hundred years since this practice was discontinued, but sharks still haunt the point, it is said, awaiting fresh victims.

We discover concrete fencing so like natural logs, complete with peeling bark and worm holes, that even I, who am in the business, have to investigate with a pocket-knife before I am convinced.

The Capitol is certainly the most splendid public building that it has ever been my good fortune to visit. The cost was somewhere in the neighbourhood of five million pounds sterling, and it was built by an English firm of contractors some six years ago.

Exquisite marble, wide staircases, beautifully wrought bronzes, painted ceilings, a central reception hall inspired by the "Hall of Mirrors" at Versailles, and the third largest dome in the world, it defies description.

WE see the most famous of all cigars made. A reader, who occupies a kind of pulpit, reads to the workers from books and periodicals.

*Friday, May 17.*—The white buildings gleam in a pearly radiance as we say a reluctant good-bye to the lovely picture.

Going to my room, I find on my bed a parcel containing a beautiful silver cigarette box presented by members of the Travel Club in recognition of my services as chairman.

My wife and I have been invited to a party being given by Sir Julian and Lady Cahn on the sports deck, we repair thence. It is a lovely clear, warm night, and the sports deck covered with an awning presents an animated picture with about a hundred people gathered around small tables.

We get to bed about 3 a.m.!

*Sunday, May 19.*—As we approach New York, somewhere on our port side can be seen the reflection of an enormous fire apparently extending many miles.

*(Continued on page 27)*

*"The Greatest of These—"*

# Clothes in Pawn

*Stanley*

STANLEY'S dad joined the Army at the age of fourteen years and five months. He served for nearly six years in France, Italy, the North-West Frontier, India and, finally, Arabia.

He was wounded in the face, and was in hospital for fever and neurasthenia. For a time his speech was badly affected, and he still suffers from a slight impediment. So does five-year-old Stanley, who also suffers, on and off, from bronchitis. Otherwise nothing ails him, or his sisters aged twelve and eight years.

The children are a credit to their father, who has had to mother as well as father them for the last three months, as his wife is in hospital suffering from pulmonary T.B. She will go to a sanatorium in five weeks' time.

Stanley's dad finds that it is impossible for a man to manage like a woman, that woman being his wife, whom he describes as a "wonderful manager and a rare one for keeping out of debt."

With the exception of eighteen months Stanley's father has been out of work for three years, when he had to leave his job on account of a badly ulcerated leg.

Out of his 32s. a week unemployment pay he pays 10s. rent. To visit his wife, even without taking her anything, costs him 2s. 4d. She urges him not to bring her anything, and, knowing his difficulties, offers to discharge herself and find work. The doctor is, of course, against this. He thinks there is every chance of her getting better, but it will be a long job.

What worries Stan's dad in his housekeeping duties is that some of the children's clothes are in pawn, and that when they return from school on a wet day the water is pouring out of their shoes. Then there are instalments owing on a bed for the boy, and his rent is £1 in arrears.

In between looking for work, he looks after the children well, does the scrubbing and the cooking, but sends the washing out. "I make puddings and cakes after a style," he said modestly.

So devoted are the children to him that his neighbours greet him with the remark, "Your shadow is behind you," because Stanley or one of the little girls is always there.

He is pathetically anxious for help, "so as to give my wife a better chance when she comes home. I want her to have a clear start."

Donations earmarked "Stanley" will do this for a man who forfeited the years when he might have been learning a trade to fight for his country.

Such donations, and those intended for the general fund, should be addressed to The Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2. Lists of subscriptions are kept at the office, and a copy of the current week's will be sent on application.

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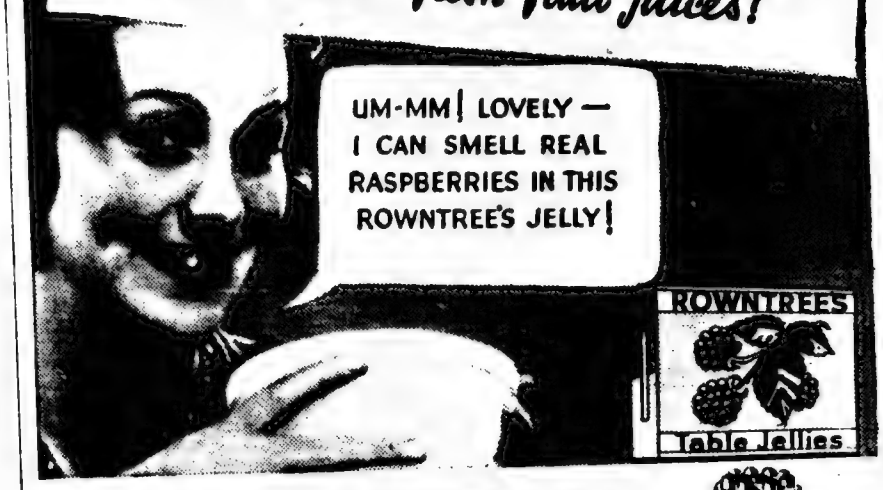
Can you smell *fresh fruit juices?*




**Try this test** when next you're making table jellies. Pour on the hot water, wait until the jelly is dissolved, then smell it. With ordinary jelly you will hardly be able to notice anything. *But with Rowntree's you will smell fresh fruit juices!* These real fruit juices are the reason why Rowntree's taste so much better than ordinary jellies.

Juicy golden oranges — sun-ripened lemons — full red strawberries — garden-picked raspberries. No wonder women everywhere are changing to Rowntree's.

12 flavours to choose from including Raspberry, Lemon, Strawberry and Orange. Cube-moulded for quick dissolving. Only 4½d. a packet.

**FREE GIFTS:** *A Free Gift Coupon is included with every packet of Rowntree's Jellies. Send postcard (postage ½d.) to Dept. RZ.3, ROWNTREE & Co. Ltd., The Cocoa Works, York, for Free Gift Booklet.*

There are REAL FRUIT juices in

# ROWNTREE'S TABLE JELLIES

# There's nothing so good for a hasty meal....*as* SANDWICHES

● *They satisfy and they build ENERGY*

C.F.H.99

ENJOY YOUR LEISURE

Healthy appetites are best served with HOVIS Take a few sandwiches with you when out in the open But be sure they are

HOVIS

and not just BROWN

Quench that thirst with EIFFEL TOWER LEMONADE

150 MILLION LEMONS USED YEARLY

# Best Job— *for Humanity*

*"Volunteer hospital workers write to me by the hundred, offering to read to the patients . . ."*

MY sixteen years in a great hospital have taught me many things. One is, the kindheartedness that exists in the world. It is inspiring to find so many people who wish to be of service to their fellow-men.

There are folk who give their money—millions of pounds a year—to pay for the treatment of our sick and suffering. Others give themselves. I am not referring now to our doctors and nurses—splendid though their labours are. I am thinking of the ordinary men and women who are content to undertake any menial task.

Voluntary workers write to me by the hundred every year. They offer to write letters or read to the patients. They ask to do secretarial work in their spare time. A window-cleaner spent some of his week-ends cleaning the windows "just for love." Life is not such a selfish thing as some people would make out.

And that same spirit of service is manifest among the readers of JOHN BULL. Many of them write to tell me that their one desire is to be of use in the world. Here is a typical case:

"Five years ago I took the degree of Bachelor of Commerce at Birmingham University. Now I am employed in an insurance office, in receipt of a good salary, and with prospects of eventual promotion. Yet I am not altogether satisfied or happy in my work.

"I feel that I should like to do something that would be of real service in the world. What would have pleased me would be the profession of a doctor, only my temperament would not have allowed me to undertake the surgical side of it. I could not bear to see people cut up, even though I knew it would be eventually for their good.

"I have thought of other useful occupations, such as the scout movement, young men's clubs and social work in the big religious missions. Then I have read of your splendid advice to others, and it occurred to me to write to ask for your help. I know of your great interest in hospital work, and I wonder if there is any opening there for a keen young man of twenty-seven?"

THIS young man has obviously had a good education. What is more, his heart is in the right place. He wants to be "of real service in the world." And to attain this end he is prepared to give up a decent position with good prospects. In his quest his mind has turned to hospital work. Let me tell him that there is no better or more satisfying occupation.

But how to enter this field is the question. Training and experience are as essential in the hospital world as in every other walk of life. A knowledge of shorthand, typewriting, book-keeping and general accountancy is a desirable acquisition. The diploma of the Chartered Institute of Secretaries, or the Incorporated Secretaries Association, is also an asset.

Added to these things there are specialised subjects to be studied, such as the uniform system of hospital accounts, the compiling of minutes, the preparation of balance-sheets. Valuable information can be obtained from a book like Stone's "Hospital Organisation and Management."

Now a word about finding an opening. My correspondent, and those who feel like him, should study the advertisements in the big papers. He should also obtain a copy of the official journal, called "The Hospital," which is published at 12, Grosvenor Crescent, London, S.W.1. In these ways he will hear of vacancies for lay employees in the many hospitals up and down the country.

The life of a hospital official has its drawbacks. It is not pleasant to live constantly in an atmosphere of disease, sickness and death. But it has its amazing compensations. For self-sacrificing service I know of no other work to be compared with it.

The same great desire to help other folk underlies my next letter. It comes from a girl and she writes:

"I shall be twenty-one in August, and I have the finest and most understanding parents in the world. We have a beautiful home, a car and a garden, and nothing but the best of food and clothing. But I have felt up till now that I have been wasting my life.

"You see, ever since leaving school I have longed to be a nurse. I have obtained certificates for first aid and home nursing. I also took a course of infant care and was placed second in my home town. So that having studied health subjects for some years I have a pretty good idea of the work I am taking up.

"Until now, however, mother and dad have been against it, but realising it is my calling, they have at last given in to me. Mother is very anxious, however, that I should enter a really good training hospital, where I should have a good all-round experience, and it was she who told me to write and ask for your help and advice.

"I have had a secondary school education and am in absolutely perfect health, never having had any illness in my life. I can, of course, supply excellent references. The sooner I start the better. I shall feel then that I have a purpose in living."

NOW, if I were a parent and my daughter wished to become a nurse, there is one book I would place in her hands. It is called "Nursing," and it is written by an expert in the profession—Miss M. S. Cochrane. It is not a technical dry-as-dust publication, but is an intensely human and fascinating book, showing the nursing profession just as it is. I would strongly advise my correspondent to peruse it.

Then I turn to the direct question she asks me. As she lives in the North of England, I suggest that she should write to the matron of the Leeds or Manchester Royal Infirmaries. They are both excellent institutions and she would obtain there a first-class training.

As so many girls write to ask me for information regarding this profession, it may be helpful to mention a few of the rules that are in vogue in one of London's great hospitals.

The age of an applicant should preferably be between nineteen and thirty, and a certificate of good health must be furnished. It is also necessary to submit references relating to character and education. The usual period of training is for three years, and the salaries are £20 for the first year, £22 for the second year, and £25 for the third year.

In addition, board, lodging and laundry are free, and after the first year indoor uniform is provided. There are people who talk about the low wages paid to probationer nurses. It must be borne in mind that this training is really an apprenticeship, and if it is looked upon in that light the remuneration will compare favourably with that of any other profession.

My next letter is on the same lines as the previous two. Let it speak for itself:

"I AM a youth twenty-two years of age, single, in regular employment, with no worries and with sufficient leisure hours to seek enjoyment. But I work for employers whose sole quest is the making of money by the grinding of their workpeople. I feel deeply the dissatisfaction that comes from this treatment, and would like whatever talents I possess to be utilised in following more humanitarian pursuits.

"My fervent ambition, in a sentence, is that my life shall be a useful one. I have had a number of years' practical electrical experience. Are there any chances of work in a hospital, voluntary or otherwise, where such knowledge would be of service? I would gladly give my spare time in an occupation of that kind. I should appreciate your outlook on this matter and any advice would be greatly welcomed."

I am sure this young man can be of real help to some voluntary hospital.

He shows where some saving can be effected. With his knowledge he should be able to look after the electrical installation, see that the bulbs are not of wasteful voltage, attend to the refrigerators, and a dozen and one other things. There is a hospital in the town where he lives. He should write, offering his services to the secretary.

The ideal I have tried to outline in this article is, in the words of Carlyle—"To make some nook of God's creation a little more worthy of Him, to make some human heart a little happier, some broken body a little better, to make child life what it ought to be—a paradise on earth." Happy are those folk who achieve this ideal.

Human Documents probed by Philip Inman

**Send your private problem to "Humanist," at 93, Long Acre, London, W.C.2, enclosing stamped envelope. £1 1s. is paid for each letter quoted.**

# —but 'SUMMER FAG' made me feel like an old woman"

"Last summer I used to notice how other women were always fresh and full of life in the summer evenings, when their husbands came home. How I used to envy them! I used to get so tired looking after the kids during the day. By evening, I felt like an old woman—and must have looked like it!

**DO YOU GET TIRED-OUT LIKE THIS WOMAN?**

"One day I got so bothered about always feeling tired that I spoke to a great friend of ours, a matron at the hospital. She told me my trouble was 'Summer Fag,' 'Your blood gets thin in summer,' she said. 'that's why you lose strength. You need Hall's Wine to strengthen your blood.'

"At first I thought it would be like medicine — but it's delicious. After taking Hall's Wine for two or three days, I felt as lively as the kids themselves. I'm always ready for a romp with them before they go to bed — and I'm sure my husband and children find me much better company now."

*E.M.P., Clapham, S.W.4.*

**GET NEW SUMMER STRENGTH—QUICKLY**

Doctors say that in summer the blood *gets thin*. This condition is called "Summer Fag." You feel limp and run-down.

Hall's Wine is prepared from the formula of a well-known doctor. It quickly builds new *red blood cells* and ends "Summer Fag." You get splendid new strength. Even in the hottest weather, Hall's Wine will not overtax your stomach. Start taking two or three wineglassfuls every day. If you prefer a long drink, Hall's Wine is delicious with mineral waters. From Wine Merchants, Licensed Grocers and Chemists. Large bottle 5/6. Stephen Smith & Co. Limited, Bow, London, E.3.

The newest of toilet soaps, yet already in millions of homes. Only outstanding value could achieve such popularity. Milk-white and fragrant, Eve Toilet Soap has all the virtues of a fine quality complexion soap. Just try it yourself and see. You'll love Eve Toilet Soap . . . and like the price—only twopence!

EVE

2d full sized A TABLET

a soap you'll love—
at a price
you'll like

JOSEPH WATSON & SONS LTD., LEEDS

EVE 33-364-65

GOING CRUISING?
S.S. JULYSIA
—JULYSIA keeps the HAIR in place
Even when strong winds blow the Julysia man can go hatless—his hair immaculately smart. The merest trifle of this refreshing cleaner Hair Cream exercises perfect control without gumming, starching or soiling hat-bands or pillows. Be sure to take a bottle with you wherever you go.
From all Chemists, Hairdressers, Stores, and all branches of Boots, Chemists 1/- & 1/6 per bottle. Sample size 6d.
A product of Jules Freres, Ltd., London, S.E.17.
JULYSIA HAIR CREAM
The Cream of Hairdressings

# OUR BABY

## IMPORTANCE OF THE LITTLE RED BOOK

What an all-absorbing topic—Our Baby. How eagerly young mothers glean information and how wisely the experienced ones pass on the invaluable hint—"Send for Steedman's little red book."

Could anything be more appropriately titled? "Hints to Mothers" it is called and hints to mothers it is indeed. Arranged alphabetically for easy reference; giving advice and guidance for every childish ailment; telling what to do while awaiting the doctor in unfortunate times of accident or serious illness; it is an invaluable asset in every home where there are little ones.

Just as Steedman's Powders themselves, for these famous wee powders are the finest aperient from teething time until fourteen years, safely ensuring a gentle regularity and keeping the blood stream clean and cool.

Obtainable everywhere at three-halfpence for a single powder. Always insist on seeing the double EE on the packet, because that is your protection. And meanwhile, just send a postcard for a copy of "Hints to Mothers," free and post free, if you mention "John Bull," from John Steedman and Co., 270, Walworth Road, London, S.E.17.

YOU AND EUTHYMOL

Why be content with less than perfect health in the mouth? You *must* use *some* dentifrice; use the one that dental science endorses, fashion approves and comfort dictates. Use . . .

Euthymol TOOTH PASTE

*Large Spring-cap tubes, price 1s. 3d. of all chemists.*

COUPON

*To Euthymol (Dept. 67/86), 50, Beak St., London, W.1.*

*Please send me a trial tube of Euthymol Tooth Paste.*

Name .....

Address .....

.....

.....

*Block Letters, Please.*

END The Fly Nuisance

Away with flies and mosquitos. Spray Liquid Keatings in the kitchen and in all rooms. Insist on Keatings—the most efficient and economical of all insecticides. Pleasant to use. Prove it for yourself. Order a tin to-day.

In tins: 9d., 1/6, 3/-
Sprayer 1/9

LIQUID KEATING'S

BUT IT MUST BE KEATING'S

*. . . and the men in charge of the task, Sir Hubert Llewellyn Smith. He had a corps of experts to help him*

# LONDON *under the* Microscope

IT has taken seven years to pass London under the microscope.

And now the gigantic task is finished, and the scientists who have accomplished it are sitting back to take leisure after their labour.

For, unknown to the greater multitude of its citizens, all London *really* has been reviewed on a microscopic slide. Each one of five million and a half people has been "inspected" and "dissected" with extraordinary thoroughness, and often uncomfortable revelation.

How much each Londoner earns and spends; where he or she works and plays—those subjects have been specimens for a wonderful kind of laboratory examination.

Even the secrets of London in its love making and its marriages have been disclosed to the microscopic eye.

Officially the collected results of this amazing investigation are contained in nine thick volumes, entitled "The New Survey of London Life and Labour," and the final volume has just been published.

Those books tell in a manner never before attempted the story of the world's greatest city.

But what has not been told is the story behind the seven years' hard, but happy, labour, and of the men who brought the survey to successful accomplishment.

Its Director-General was Sir Hubert Llewellyn Smith, formerly the Permanent Secretary to the Board of Trade and Chief Economic Adviser to the Government. He had with him as his principal secretary Mr. J. W. Verdier and a staff of fifteen experts.

Their headquarters were in rooms provided by the London School of Economics, beneath the shadow of the Air Ministry in Kingsway.

A year was spent in planning and organising, with every move considered and approved by a committee of distinguished professors and statisticians before it was put into operation.

Then began recruitment of assistants. They were drawn from all sections of the local government services, and from voluntary workers, until the total army of investigators numbered several thousands.

## *All helped*

Help was given as occasion demanded by nearly every Government department, by the Metropolitan Police, the London County Council, the Metropolitan Boards of Guardians, when they were in existence, the Churches, the Trade Unions, and the Charity Organisation Society.

Stage by stage the survey was pressed forward; first a complex consideration of the industries of one part of London, next an infinitely detailed review of the social conditions in that same area.

Then another quarter of London was tackled in these two phases of industrial and social life, and so to the end, when the leisure, the lighter, more intimate side of the Metropolis was sifted and balanced by this corps of experts.

## *A "social" map*

An idea of the immensity of the work can be gathered from the fact that during the survey statistics were collected "on the spot" from no fewer than 26,000 streets.

House-to-house calls were made at approximately 50,000 addresses. This in addition to visits at thousands of workshops, factories and retail trade establishments, and 600 public-houses, hotels and inns.

One of the most interesting aspects of the survey was the preparation of maps, on which every single street in London was graded according to its social class.

A mammoth map of London was built up in sections on a scale of 25 inches to the mile, covering in all an area of 630 square feet.

From the information of the investigators—checked and doubly checked—the streets were coloured, on this principle:—

Black.—Lowest class of degraded or semi-criminal population.
Blue.—People living below the poverty line.
Purple.—Unskilled workers, who are above the poverty line.
Pink.—Inhabited by skilled workers.
Red.—Middle-class or wealthy.

Happily there are few "black" streets on the map. Where "black" does exist it is mainly around the docks of East London. The proportion of totally "blue" streets is also small.

The survey showed that the number of people in London living below the poverty line was 490,000, out of a population of 5,650,000 that came under direct review. The sum total of poverty has been greatly diminished since the previous survey was made forty years ago.

Indeed, returns showed that the average London working-class family has a margin of income of 34s. 6d. a week above the minimum needs of every-day life. That is a spending or saving surplus of 34s. 6d. a week. Or, expressed another way—60 per cent. of working-class income in London is required for necessities, and the balance of 40 per cent. can be applied to other purposes.

## *We didn't pay!*

Londoners work less and earn far more than they did forty years ago.

Another surprising fact, on the amusement side, is that the kinema theatres, with their 344,000 seats, are capable of providing entertainment for 1,400,000 people in a day. The theatre and music-halls have a seating capacity of 142,000, an increase of 27,000 seats in thirty years in spite of the development of the kinema.

Not a penny of the cost of "The New Survey" has come from public funds. Money for the work was granted by the School of Economics from special endowment and other funds, with grants from other organisations, including some of the City of London Companies and private individuals.

"The New Survey of London" will stand as a book of reference and information which is unique, and the work of its preparation as a wonderful romance of research.

# SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelopes "Side-Slips."

BURY TIMES:—"Silent TICKLING Alarm Clocks.

LIMERICK LEADER.—". . . summoned for being under the influence of drink while in charge of a CAT."

SPORTS GAZETTE:—"Brown replaced Pratt, and BLOWING slowly round the wicket, had Atkinson caught off his second ball."

THE DAILY MAIL:—". . . as he is a composer whose art is steadily advancing with the EARS."

ABERDEEN EVENING EXPRESS.—"When mixing the shortening into the FLOOR."

YORKSHIRE TELEGRAPH AND STAR.—"Half a mile of new railway sidings will be required to cope with the extra railway TRICKS needed . . ."

WOOD GREEN AND SOUTHGATE WEEKLY HERALD.—"It was announced that a FAG Day would be held . . ."

TORBAY HERALD AND EXPRESS.—". . . WAS sentenced to-day for PEDALLING without a certificate . . ."

WOKING NEWS AND MAIL.—". . . the Society for the Prevention of RESCUE work."

CYMRIC TIMES.—". . . conducted by ——, the IMPOSER."

NORTH WESTERN DAILY MAIL.—"—— was out early and hit ball after ball with all the CUBS in his bag."

DERBY EVENING TELEGRAPH.—"A tip to fanciers—always remove rubber race WINGS from birds . . ."

THE LEICESTER MERCURY.—". . . defeating Hampshire by an innings and 241 URNS . . ."

LOUGHBOROUGH ECHO.—". . . the meeting was found to be in general agreement as to the erection of SEAS in the village . . ."

## NEGLECTING OUR YOUTH

"There is a small army of beautiful and talented young screen actresses all struggling more or less hopelessly for a place on the screen. They are victims of England's stubborn refusal to recognise youth. It is a national habit to deny youth its natural right to leadership."

This provocative article appears in "The Picturegoer Summer Annual" by a famous American director, who illustrates his remarks by pointing out the young English artists who are making good in Hollywood.

Get this Summer Annual from your newsagent to-day, price sixpence only.

# When your dog begins to scratch . . DON'T BLAME THE HEAT

It's the NEGLECTED DOG that suffers

## -the conditioned dog is safe

*How Bob Martin's Condition Powders provide your dog with the blood correctives he needs*

WHEN your dog scratches continually it is not the fault of the heat – it is a sign of your neglect.

Your dog scratches himself to seek relief from an acute irritation under his skin, and the only way to stop this is to keep your dog's blood pure by providing him regularly with the blood correctives he needs.

You may wonder why a dog needs blood correctives. First, you should know that your dog's health depends upon the purity of his blood. But because he shares with you a domesticated life and eats prepared foods which are unnatural to him, your dog's blood is continually infected with impurities. He cannot rid himself of these impurities by perspiring, because his skin is non-porous. Nor can he avail himself of Nature's blood correctives, found in certain wild grasses, for these are beyond his reach. If you neglect to condition your dog regularly, overheating in the warmer weather aggravates the impurities in his blood until they set up a maddening irritation under his skin. Spare your dog this misery – keep his blood pure by giving him his Bob Martin's Condition Powders regularly *at morning, noon and night every Saturday and every Sunday*. Then he will never scratch; and in his lively ways you will see the lasting health which regular conditioning bestows.

Bob Martin's prevent and cure all blood disorders such as continual scratching, loose coat, loss of appetite and eczema.

***Why heat plays havoc with unconditioned dogs***

This photomicrograph shows the difference between porous skin (A), and non-porous skin (B). In porous skin there are ducts through which perspiration passes to the surface. But because there are no ducts in your dog's skin, he cannot rid himself of blood impurities by perspiring. That is why he needs to be provided *regularly* with the blood correctives in Bob Martin's Condition Powders.

# BOB MARTIN'S TASTELESS CONDITION POWDERS

keep dogs fit

*In packets of 9 powders 6d*
*In boxes of 21 powders 1/-*



# "BONDMAN TOBACCO! —you think of everything"

Full time pipe-smokers know what a difference freshness makes to a tobacco and that is why **BONDMAN** is their first choice. The fine, grand, mellow flavour of **Bondman is sealed in Vacuum Tins.** You can open an ounce of **Bondman** any time—anywhere. It will always be fresh and fragrant.

LLOYDS' BONDMAN

*A BLEND OF COLONIAL & VIRGINIAN TOBACCOS*

**10d** PER OZ.

*RICH RUDDY VIRGINIA*

**11½d** PER OZ.

**PACKED IN VACUUM TINS**

*Richard Lloyd & Sons (Branch of Cope Bros. & Co., Ltd.), 83, Clerkenwell Road, London, E.C.1*



# GRAVES Beats the World For Quality & Value

Every Lady should write to-day for GRAVES DISPLAY of up-to-date Fashions illustrating all the newest ideas in Ladies' Wear, at prices which show a substantial saving. Wherever you live, our Keen Prices and Easy Terms are for YOU.

**LOIS** A beautiful gown in plain Artificial Silk Phantom Crepe in a variety of attractive shades, including Marina Green, Turf Green, Brown, Navy; also Black. The dress is tastefully cut and has a pretty cowl collar fitted with a diamante clip, and button-trimmed strapping with epaulet frills on the left shoulder in a contrasting colour. The sleeves have elbow frills to match, whilst the skirt is cut on the cross, and has a self material tie with bow at the back. Sizes: S.S.W. to W. Busts: 33 to 36in. Lengths: 46 to 50in. **23/6**
Terms: 2/- Monthly.

**WRITE FOR PATTERNS**

Send to-day for full range of Patterns, Post Free. Costumes, Coats, Furs, Underwear, Robes, Frocks, &c., all in the newest styles. Ask for Patterns of any kind of garment required, and a splendid choice, with a self measurement form and all particulars will be sent to you per return of post.

**J. G. GRAVES LTD. SHEFFIELD**



# FOR YOUR HEALTH'S SAKE

take care of your sight. Continued eyestrain saps vital energy and causes headaches and fatigue. Properly prescribed spectacles will help you to work and play with greater zest.

## Consult a qualified optician every year!

SIGHT IS MIGHT

*When you see this sign you are safe. It is displayed only by Fellows, qualified by examination, of the British Optical Association or the Worshipful Company of Spectacle Makers.*

*Issued by the* NATIONAL COUNCIL FOR THE PRESERVATION OF EYESIGHT

**Dark-brown BLONDES ...why be Blind?**

**You can now lighten darkened, brownish blond and fair hair 2 to 4 shades . . .**

***in one shampoo without bleaching***

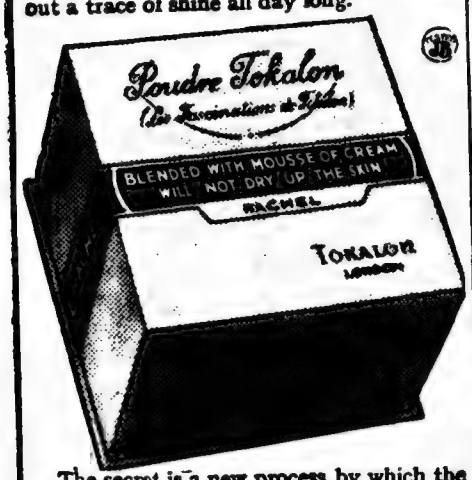
You cannot shut your eyes to the fact that natural true blondes are most fascinating to both men and women. It's their blond hair that makes them stand out. But when it turns brown and mousey it lets down your whole personality. It then lacks that alluring colourfulness that makes true blondes so lovely—so desirable. Now you can bring back that lovely natural blond colour—but not with ordinary shampoos. Sta-blond, that wonderful shampoo treatment, will not only wash your darkened hair 2 to 4 shades lighter, but will give it that luxurious shining silkiness, softness and beauty, that is possessed only by true, natural, golden blond hair—without using colouring rinses, henna, camomile, dyes, peroxide or injurious bleaches. Used by millions—makes every kind of permanent wave last longer. Try it yourself, or at your hairdresser's, and if you don't think it is the finest thing you've known, ask for your money back. Known abroad as Nurblond and Blondex. Sta-blond Laboratories Ltd., Acton Lane, N.W.10.

STA-BLOND

**SENSATIONAL CHANGE IN FACE POWDER FASHION**

***FROM PARIS COMES NEW MATT FINISH SECRET***

**Smart French women have started a new vogue. They have found a face powder that gives a peach bloom complexion without a trace of shine all day long.**




The secret is a new process by which the finest triple silk-sifted powder is blended with Double Mousse of Cream. This latest process—the result of years of research by French Chemists—has now been patented by Tokalon. Poudre Tokalon enables you to say good-bye for ever to shiny nose and greasy-looking skin. It gives you an exquisitely beautiful complexion that stays absolutely "matt" for 8 hours. Neither wind, rain nor perspiration will make your skin shine if you use the Tokalon "matt-finish" powder. It gives a fresh rose-petal loveliness that will make you twice as fascinating. Ask for Poudre Tokalon—still only 6d. and 1/- a box in spite of the cost of the new matt-finish process.


# Here's the—

*These new holiday camps are showing how easily British insularity can be broken down*

# MODEL HOLIDAY CAMP. .

THERE was a time—and not very long ago—when the Englishman spent his holidays in lonely isolation. If, after a fortnight, he and his family were on nodding terms with the people who sat at the next table in the hotel or boarding house, he considered he was showing a friendly face to the world.

Carnivals and battles of flowers missed fire because we were too shy to enter into them in the proper spirit. "The English haven't got the carnival spirit," was our excuse. To speak to a deck-chair neighbour on the beach was to risk a growl or a discomfiting silence.

We were quite incurable, we thought. Yet now a new development in holiday-making has come along to show not only that we can mix as quickly and readily as our Continental neighbours but that the seaside friendships we form are even firmer and more enduring than theirs.

And that development consists of the new seaside permanent camps—not affairs of flimsy tents, but real solid townships usually set on the very doorstep of well-known resorts—that are springing up right the way round the coast.

The promoters of these ventures can tell some amazing stories of how easily British insularity can be broken down if tackled in the right spirit.

There was the case of a professor at a Midlands university college who admitted that he had never made a single friend in thirty annual holidays. Two and a half hours after reaching one of these new-style resorts he was playing a banjolele to a crowded hall.

A Member of Parliament who became the life and soul of an East Anglian camp in twenty-four hours said enthusiastically as he was leaving: "I have sat in the House of Commons for twelve years, and until I tried a holiday of this kind I never knew the least thing about my fellow-men."

The most stolid and phlegmatic types of British families who, far from being unable to make casual friendships, have always tried to avoid them, are usually dragged into the cheery and boisterous net of friendship that exists at such camps within a few hours of beginning their holidays. Afraid of their own temerity at first, they always finish up by being as demonstrative as any Latin holidaymaker.

AND the solution of it all, the magnet that is drawing stolid British folk together at our seaside resorts where pageants and flower-throwing fail, is—why didn't we think of it before! —*sport*.

Let us look at a typical permanent holiday camp and see how these wonderful results are achieved.

There are hundreds of them in existence, although the movement is comparatively new, and the number is growing every season. Two have been constructed by the L.N.E.R. out of disused railway stations in East Lothian, and, generally speaking, they range from those that have been established by the Commissioner for the Distressed Areas for children whose parents cannot afford to send them away to luxury camps for people who can pay up to £2 10s. a head per week.

Our typical camp is an affair of hundreds of wooden hutments built tastefully in chalet style, sleeping from one to four people each. They are arranged round orchards and gardens in which grow all the fruit, vegetables and salads wanted for the tables.

One vast hall is given over to concerts and dancing. The dance floor is one of the biggest in the county. As for the concerts, often the most timorous of visitors is persuaded to air his musical or recitative talents.

There is a whist room for the cards enthusiasts, billiard-tables on which wives often learn to beat husbands who have had years of club practice, lounges, writing rooms, cafés, camp shops and offices at which picnics and outings are arranged.

Yet all this would fail to break down the barriers of British insularity if it were not for the spirit inculcated.

For instance, watch a typical British family man arriving by the camp's own road service to and from the local station. He is attracted by a merry crowd on the camp's own private beach to go along and investigate, leaving his luggage to take care of itself.

Ten minutes later his wife goes to investigate the disgraceful affair of his total disappearance with the luggage left unattended. And there he is—this man who has never spoken to his fellow train passengers in his life—looped at the end of a rope and pulling for dear life in the great tug-o'-war fight between north camp and south camp.

Wifely complaints soon die down. If there is a woman's contest to follow, it is ten to one she will be conscripted for it, tugging fit to burst, with her husband beside her exhorting her to "Heave! Heave!"

BOWLS, boating, angling, yachting—they were all to be held in the immediate vicinity of the camp. There was not one he did not enjoy, although his wife said he had grown too inactive, at home, to venture more than a few hundred yards from his house.

Stringent measures have been taken at these camps to obviate the scandals attending life at some of the temporary canvas camps, the immorality and lack of sanitation which have been attacked in JOHN BULL.

Typical camp rules include firm orders that no intoxicants are allowed within the gates; gambling, rowdyism and improper language will lead to offenders being asked to leave; no visitor must visit another's hut, there being ample common room for all social needs; entrance to the camp after 11 p.m. only by special permission; and lights out at 11.30.

NIGHT-WATCHMEN patrol the camp all night to see that young people are protected just as much from their own folly as other people's wiles, and altogether there is a carefully concealed discipline that is yet strong enough to ensure that one's sons and daughters, even if unaccompanied, are quite as carefully supervised as they would be at home.

In some of the prettiest beauty-spots around the coast, near to some of the best and most popular seaside resorts, these friendship-towns in miniature are growing up, their health, sanitation and water supply assured by the local authorities.

It is unfortunate that some of the suspicion aroused in the public mind by discreditable canvas camps has fallen on these well-managed camps where merry-making and healthy sport go hand in hand.

But this notwithstanding, the permanent holiday camps have come to stay as one of the best developments in British holiday-making of this century.

## MUSIC WHEREVER HE GOES

"SIX aerials struck," ran the headlines of an evening paper after the thunderstorm that interrupted the recent heat-wave.

In six homes in one county lightning had not only burnt out wireless sets that were the joy of their owners, but had done considerable damage to masonry, plaster and windows as well.

It was news that hit home to the average householder far more than the added information that lightning had played round a London-Paris air liner in mid-air, or the general information, on another page, that in many parts of the world natives prayed for the appeasement of the anger of the gods when thunder was about.

For here is something that might happen to anyone, in just the way in which it happened recently to a Hampshire reader.

His set, placed in a window, was bringing in music that rose over the din of the storm. It is good to have entertainment at such times.

Then a blue flash lit up the room. Glass tinkled from every separate window-pane. A stench of burning rubber went through the house. And the three-valve set, good friend of many an evening, was silent—"a mass of bits and pieces."

Well, we paid for the damage, with 10 per cent. extra as a bonus because the owner was an old reader of JOHN BULL. He can still have music wherever he goes.

And all because he had filled in such a coupon as you will find to-day on page 2, thus qualifying for the protection of JOHN BULL'S unique free insurance in this and far more important ways.

Have you done the same? If not, why not now? You'll be surprised what benefit you get in added peace of mind within an hour.

THIS SMART COAT SENT FOR 1/6 WITH ORDER

All-Wool Coat, Fully lined. Beige, Navy, Grey, Brown. Sizes 34-44 in. Price 21/- Or 1/6 deposit and 3/- monthly.

WRITE FOR SUMMER CATALOGUE

Please send "Sally" Coat, for which I enclose 1/6 and 9d. Postage. (Deposit refunded if not satisfied.)

Colour..... Size.....

Hips..... Length.....

Name.....

Address.....

**Smartwear** LTD

Dept. J.B.1, 363-371, REGENT ST., Oxford Circus, LONDON, W.1.

# Over £450 for NEW 3-word NESTLETS

## £250 FIRST PRIZE!

## More than Three Hundred Cash Prizes Must be Won

£50 SECOND PRIZE

£20 THIRD PRIZE

50 PRIZES OF £1

100 PRIZES OF 10/-

200 PRIZES OF 5/-

### Everybody's doing it — Do it now!

Here is *your* chance to win a big prize for the summer! Making NESTLETS is the simplest and most fascinating week-end game—and there are premiums for skill, and no forfeits! Any of the hundreds of cash prizes may come to you—in time for the holidays. Make up your mind to it and you are bound to win. Read the details carefully.

To make a NESTLET, you simply add a three-word phrase to one of the Examples, using the same initial letters as those of the three words in the Example — though not of necessity in the same order. That's all—everyone can enter, and you can send in as many entries as you wish. Remember, you do not need to make your NESTLETS refer to NESTLÉ'S Chocolate. Only aptness, originality and wit will count in the completed NESTLETS.

### What to do

Take as a specimen the Example: "HAPPY FACES TELL." The initials H-F-T might be re-arranged to suggest the completed NESTLET: "FATHER HAS TREAT"—so with each of the Examples, some phrase is waiting to be put together which will result in your winning one of the three hundred and fifty-three cash prizes. Send in as many of your efforts as you like—but each NESTLET must be accompanied by the wrapper from a half-pound block of NESTLE'S Milk Chocolate or by two wrappers from ¼ lb. blocks, or four wrappers from 2 oz. blocks.

### How to win a Cash Prize.

There are 353 cash prizes, and all must be won. It might well be *your* phrase which brings a cheque in the post! With so many prizes, every good NESTLET stands a good chance. Read these hints.

Study the examples carefully. Note down those which strike you most and put down the initials. Consider them to see what 3-word phrase they suggest. Try the initials in a different order. Do not be content with your first effort—try to improve it until you get the most you can out of it!

### USE THESE EXAMPLES

| | |
|---|---|
| NESTLÉ'S MILK CHOCOLATE | HAPPY FACES TELL |
| WORLD'S FAVOURITE FLAVOUR | NESTLÉ'S IS BEST |
| MAKES MOUTHS WATER | THERE'S NEVER ENOUGH |
| THE CREAMIEST MILK | TO SATISFY ALL |
| SO SMOOTHLY BLENDED | SUCH CREAMY GOODNESS |
| TO EVERYBODY'S DELIGHT | FLAVOUR SO EXCELLENT |
| ALWAYS IN DEMAND | CHILDREN ALL SAY |
| QUALITY ALWAYS COUNTS | MORE NESTLÉ'S PLEASE |

### Read these rules

1. Each NESTLET must be sent in with your name and address, and wrappers from one ½ lb. or two ¼ lb. or four 2 oz. blocks of NESTLÉ'S Milk Chocolate. You may send in as many NESTLETS as you wish in one envelope, but there must be a complete wrapper for each, and at least one entry must be on one of the coupons from this announcement. Extra entries may be sent in on separate sheets of paper, but each must bear your name and address.

2. ALL NESTLETS will be examined. The judges appointed by the makers of NESTLÉ'S Chocolate will award the first prize of £250 for the NESTLET which in their opinion is the best — aptness, originality and wit being the sole tests. The second and third prizes and remaining 350 awards will be given in order of merit.

3. The decision of the judges appointed by the makers of NESTLÉ'S Chocolate on all matters relating to NESTLETS is final and legally binding and acceptance of this is a condition of entry. NESTLETS for this competition must be received not later than July 14th, 1935 and must be addressed to "Nestlets" Competition, Dept. J.B.3, Silverthorne Road, Battersea, S.W.8. This competition applies only in Gt. Britain and N. Ireland.

choc full of goodness!

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PLEASE WRITE IN BLOCK LETTERS

COUPON NO. 1

Example .....

"Nestlet" .....

I agree to abide by the rules of the competition.

J.B. 3.

Name .....

Address .....

COUPON NO. 2

Example .....

"Nestlet" .....

I agree to abide by the rules of the competition.

J.B. 3.

Name .....

Address .....

# Stop Hair Falling

## Grow It Like This

"Two years ago I was bald all over the top of my head.

"I felt ashamed for people to see my head. I tried different preparations, but they did no good. I remained bald, until I used Kotalko.

"Now hair came almost immediately and kept on growing. In a short time I had a splendid head of hair, which has been perfect ever since—and no return of the baldness."

H. A. WILD.

Read this letter. See how you, too, can stop your hair falling and grow it again, thicker and stronger than ever.

"My hair was falling rapidly and becoming terribly thin," writes Miss D. Hall. "I had used different tonics, but the excessive falling of my hair continued. Then I tried Kotalko. My hair stopped coming away on the comb, and a New, Beautiful, Thick Growth developed, free from Dandruff. Also my hair, which was getting grey, resumed its natural colour."

**KOTALKO**
**TRUE HAIR GROWER**

quickly stops hair falling—regrows it thickly and strongly. Gets rid of dandruff, and quickens hair growth. Kotalko is for men's, women's and children's scalp and hair, for weak or falling hair, dry scalp and hair, and BALDNESS.

Fill in and Post this Coupon To-day.
To JOHN HART BRITTAIN, LTD.,
9, Percy Street (53 G.N.), London, W.1.

Please send me, post paid, Testing Package of KOTALKO and KOTALKO SOAP, with directions, for which I enclose 3d. in stamps.

NAME .....

ADDRESS .....

.....

## A Full-Size Easy Chair

**that adjusts itself! For 10/- down**

Don't overlook the Berkeley Chair offer on page 37. The Superlax Model illustrated can be obtained for 10/- down and monthly payments of 10/-.

**Send for Free Catalogue.**

Fill in the Coupon for free illustrated Catalogue of all Berkeley Upholstery together with patterns, coverings, etc.

## GRAVES No. 1 CLUB MODEL

BEATS THE WORLD FOR QUALITY AND VALUE. Frame 21 or 23in. Racing Hubs, quick release Wing Nuts, Dunlop Sports Tyres, Coventry Chain Dunlop Endrick Rims, Marsh Level grip adjust. Handlebars, Racing Pedals, Caliper Rear Brake, Middlemore's Racing Saddle, 'Hold-all' Rear Reflector, & Accessories. Lady's or Gent's same price £4.10.0 or 6/- monthly. Catalogues Ladies, Gent's, Juveniles', Tradesmen's, Tandems, etc.

J. G. GRAVES LTD. SHEFFIELD

6/- NOW

Supplied in green, Red, Blue or Black as desired

Removes burnt-on grease easily. Pleasant. Safe. No Smell.

SPEEDILY CLEANS OVENS

## SPECIAL OFFER OF Broom's International Physical Culture Course —for only 1/- a week!

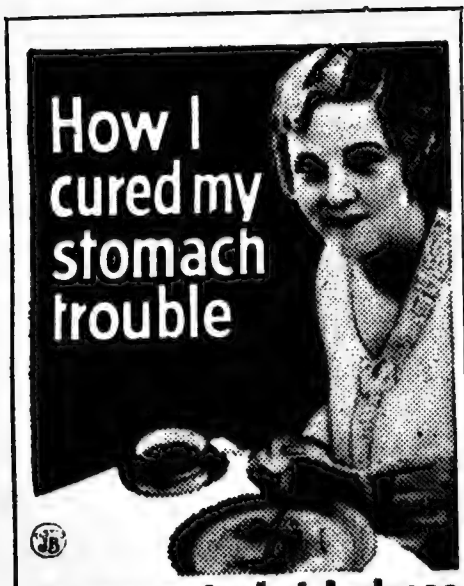
Get full particulars of this offer by filling in the coupon on p. 37 for free literature and proof of results.

## FALSE TEETH CLEAN AND HYGIENIC

Immersion in an antiseptic solution is not enough. Kolynos Denture Powder ensures absolute cleanliness and the complete removal of all stains.

KOLYNOS DENTURE POWDER

IN PATENT SPRINKLER TINS 1/- OF ALL CHEMISTS & STORES

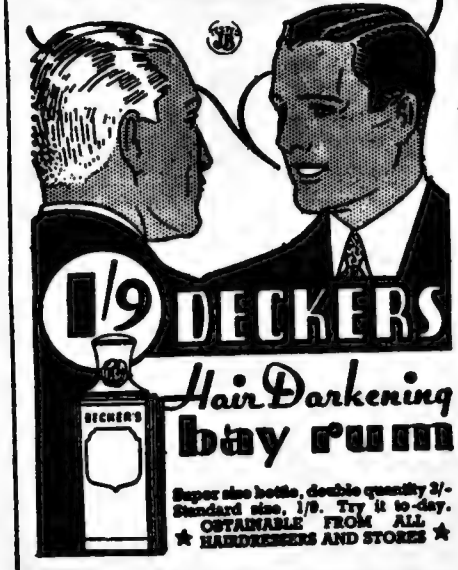



**"I can eat what I please and digest it with ease."**

If you suffer from indigestion, if you cannot enjoy a meal without pain, wind, distension, and a feeling of weakness and low spirits, let nothing deter you from trying 'Bisurated' Magnesia. It is the supreme remedy for stomach trouble, with over 20 years' proof of its unfailing efficacy. Perhaps you are even now dreading your next meal. Then why not make it the occasion for putting 'Bisurated' Magnesia to the test? Get a 1/3 bottle of 'Bisurated' Magnesia from your chemist and take a little after your meal. Eat whatever you fancy. The result will be a revelation to you. The contents of your stomach will be made as bland and soothing as milk, instead of turning acid as before. The customary pain and wind will not occur and digestion will be completed with ease and comfort.

**'BISURATED' MAGNESIA**
*Banishes Stomach Ills*

"Still worrying about grey hairs? Regular massage with Deckers, Jerry, that's what you need. Greyness will soon disappear, and your hair will become naturally dark and lustrous again. It's a fine scalp tonic, too. Why not get a bottle and try it to-day?"




Super size bottle, double quantity 2/- Standard size, 1/9. Try it to-day.
OBTAINABLE FROM ALL HAIRDRESSERS AND STORES

**IT PAYS to roll in AG PAPERS**
FIT ALL MACHINES

# These WOMEN can KEEP SECRETS

*As secretary to Britain's Prime Minister during the war, Miss Stevenson kept her trust*

WHEN Sir John Gilmour recently appointed a woman as his private secretary, to take the place of a man who had been promoted, another was added to the ranks of that little corps of devoted women—the private secretaries of Whitehall—who, never coming within the circle of the limelight of politics, play yet an important part in all political issues.

No new Bill is ever put through the House of Commons, no Empire problems are ever thrashed out, no international agreements ever reached, without the vital help of these quiet, unobtrusive, but supremely capable women.

They hold as many secrets as His Majesty's Cabinet Ministers and never divulge them. They know as much about the inside workings of every political move as their "chiefs." Their tact and generalship have helped many an important project to successful fulfilment, which a little clumsy handling would have sent to destruction.

Just how valuable their services are nobody knows better than their own chiefs. And *their* appreciation is shown by the fact that very often they keep their secretaries for years. Some of them have spent their whole working life in the unselfish and devoted service of one man.

The first woman to be entrusted with the State secrets of a Cabinet Minister was Miss Frances Stevenson, who was appointed by Mr. Lloyd George when he was Chancellor of the Exchequer in 1912. That was less than twenty-five years ago, yet the appointment brought down an avalanche of criticism.

The worst evil the pessimists had to foretell seemed to be that "no woman could keep a secret," and that "no woman was capable of handling the important business which a Cabinet Minister's secretary has to deal with."

But all the criticism left Mr. Lloyd George cold. He liked Miss Stevenson. He knew her first as the friend of his daughters at London University. Then, when she left college, she did some research work for him in connection with his Insurance scheme, and also some translations from French in connection with agriculture.

He was satisfied with her qualifications. He asked her to be his secretary. And she has remained with him ever since.

Probably no woman has ever been called upon to keep so many grave secrets as the secretary of the Prime Minister of Great Britain during the years of the war. Miss Stevenson fulfilled her trust.

She worked with her chief night and day. Wherever he was, there was she also, smoothing out the difficulties, doing as much as she possibly could to lighten his load of work. She was with him at No. 10, Downing Street on that memorable Sunday night when he, Dame Margaret and Mr. Winston Churchill sat up until five o'clock in the morning waiting for the news that the Germans had signed the Armistice.

She was with him also at Versailles when the Peace Treaty was signed. "Of all the great occasions at which I assisted," she will tell you, "I think that was the most *enjoyable*. The war was really over, and a weight was lifted from our shoulders. I felt I could give myself up to enjoying this great gathering of famous men."

And what is she like in real life?

## *Great charm*

A woman of quite exceptional charm, good-looking, too; but somehow you don't think of features when you look at her, because the personality shining in the face dims everything else. She is of medium build—not plump, not too thin, and her hair is a pretty auburn. When she speaks her voice is low, calm and musical, so that it soothes you.

Is it pure accident, or has a Welshman's natural love for music anything to do with it, that both Mr. Lloyd George's wife and his secretary should have quite exceptionally beautiful voices? For Dame Margaret also has a lovely voice, with the same calming, soothing effect.

At one time Miss Stevenson had a flat in town. But she found she was spending so little time in London and so much with her chief at Churt that she gave it up, and now has a bungalow near Mr. Lloyd George's farm, on the Hindhead side.

There she spends the little leisure she gets, working in her garden or reading Greek plays in the original. Sophocles, she says, is her favourite, "because he is so human."

The second woman to be appointed a secretary in Downing Street was Miss E. M. Watson, C.B.E. She came to Mr. Bonar Law in 1916, when he was Chancellor of the Exchequer.

She also has had a remarkable career, for she has been secretary to three Prime Ministers—Mr. Bonar Law, Mr. Baldwin and Mr. Ramsay MacDonald.

For years she and Miss Stevenson worked together at No. 10 and were close friends. She is the kind of person that everyone likes and speaks well of. Hard-working and conscientious, charming and tactful, but very firm and capable.

After the war, when Mr. Bonar Law became Prime Minister, both Miss Watson and Miss Stevenson were invited to become Civil Servants and thus become permanent officials at No. 10. Miss Watson accepted. Miss Stevenson refused, preferring to remain with her old chief.

Miss Watson has had the honour of working for every Prime Minister since. As recognition for her work she has been decorated by the King.

## *Plenty of tact*

Downing Street sees her every morning about ten. Then she works for as long as there is anything to do, sometimes until very late at night, for these secretaries to big politicians know nothing about set hours. When urgent matters arise they have to be on duty helping their chiefs until the business is cleared up.

Before this last change of Prime Ministers some confusion might have arisen in people's minds over the fact that Miss Watson was private secretary to Mr. Ramsay MacDonald and that Miss Rose Rosenberg was also. The difference is that Miss Watson is a Civil Servant permanently at No. 10. Miss Rosenberg is the *personal* private secretary of Mr. Ramsay MacDonald, employed by him personally.

Miss Rosenberg's experience of No. 10 does not date back so far as that of Miss Watson. She first became secretary to Mr. MacDonald in 1923 and was with him in Downing Street with the first Labour Government. She returned with him to No. 10 when the second Labour Government came into power in 1929.

Short, dark and vivacious, she has a great fund of tact, but can be quite formidable when it comes to protecting Mr. MacDonald from unwanted callers. She travels with him everywhere.

Another Whitehall secretary with a long record of service is Miss McCarthy, personal private secretary to Sir Kingsley Wood, who has just been made Minister of Health.

She has worked with him for eighteen years and has never been with anyone else.

## LAWRENCE—DEMON OF SPEED

WITH reference to the article "Lawrence—Demon of Speed" in our issue of May 25, Mr. George Brough, motor-cycle manufacturer, of Haydn Road, Nottingham, has asked us to say that as it is commonly known that the late Colonel T. E. Lawrence had for a number of years ridden Brough Superior motor-cycles, certain passages in the article in question might be construed as referring to Mr. Brough and to the motor-cycle of his manufacture.

As a matter of fact, Colonel Lawrence was not given a new motor-cycle each year by Mr. Brough. On the contrary, Colonel Lawrence himself paid the ordinary listed price for all motor-cycles supplied to him by Mr. Brough with the exception of one cycle, which was presented to Colonel Lawrence by certain admirers of his, who purchased the machine in question from Mr. Brough for presentation.

Further, Mr. Brough did not receive from Colonel Lawrence any technical reports of any description, and no modifications which have been made from time to time in the design of the motor-cycle manufactured by Mr. Brough have ever been made as a result of any suggestion received from Colonel Lawrence.

We willingly give publicity to these statements.

# ONE TUBE MUST DO IT!

## *Cleaner, Brighter Teeth..or*

## DOUBLE YOUR MONEY BACK

**Buy one tube of Colgate's Ribbon Dental Cream. Use it twice a day until it's all used up. Then if you don't admit that your teeth are cleaner and brighter than ever before, send the empty tube to Colgate's, Ranelagh Road, London, S.W. 1, and we will refund you twice what you paid.**

Colgate's is a double action toothpaste. That's why it completely removes the *seven kinds of stains* left on the teeth by everything you eat and drink and smoke every day. First, Colgate's *emulsive* action loosens and washes away many of the stains. Second, Colgate's *polishing* action gently and safely polishes away the more stubborn discolourations. Prove to yourself, at our risk, the difference that these two cleansing actions can make in the appearance of your teeth.

COLGATE'S DENTAL CREAM

TWO SIZES 6D 1/-

6x.

# *Eightpence* only

.....that's all I pay for my favourite Shag.....and thousands more agree that "Digger" is the finest Empire Grown Tobacco, for it has a larger sale than any other Tobacco in the Country.

PLAYER'S

# DIGGER

SHAG

8D PER OZ.

also FLAKE MIXTURE & CUT PLUG

Issued by The Imperial Tobacco Company (of Great Britain and Ireland), Ltd. P.D. 33

# TOP MILL MENTHOL SNUFF

**Hay fever shouldn't worry you this year —if you'll take an occasional pinch of Top Mill Snuff when you are out in the country.**

J. & H. WILSON LTD. SHEFFIELD

# IF YOUR BREATH HAS A SMELL YOU CAN'T FEEL WELL

When we eat too much, our food decays in our bowels. Our friends smell this decay coming out of our mouth and call it bad breath. We feel the poison of this decay all over our body. It makes us gloomy and grouchy. It makes us feel no good for anything.

What makes the food decay in the bowels? Well, when we eat too much, our bile juice can't digest it. What is the bile juice? It is the most vital digestive juice in our body. Unless two pints of it are flowing from our liver into our bowels every day, our movements get hard and constipated, and three-quarters of our food decays in our 28 feet of bowels. This decay sends poison all over our body every six minutes.

When our friends smell our bad breath (but we don't) and we feel like a whipped tomcat, don't waste time and money on useless remedies. Get at the cause. Take Carters Little Liver Pills which gently start the flow of your bile juice. But if "something better" is offered you, don't buy it, for it may be a calomel (mercury) pill which loosens teeth, gripes and scalds the rectum in many people. Ask for Carters Little Liver Pills by name and get what you ask for—1/3 and 3/-

## *"John Bull" Guarantee.*

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee:—

All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked—In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

*ODHAMS PRESS LIMITED*, Proprietors of "John Bull."

# NERVE PAINS

If you are in the grip of agonising Nerve Pains get a Beechams Brand Powder and get relief for 2d. Acts like magic in charming away pain. Quick and certain. Also invaluable for Rheumatism, Lumbago, Neuralgia and Headaches.

GO FOR 2d

*Cartons of 8 Powders 1/3. Single Powders 2d. each. A Beecham Product.*
*Not Laxative. Sold everywhere.*

*Beechams Powders*

BRAND

## 4 YEARS WITH ULCERATED STOMACH

### Now feels "different altogether"

If you endure the terrible agony of ulcerated stomach—or if you have suffered from the pain of other gastric ills, flatulence, wind, indigestion—you will understand the joy with which Mr. W. H. H., of Exeter, wrote this amazing letter:

"For nearly four years I have suffered from ulcerated stomach. I am a waiter, so you can understand how I have suffered—on the go for 12 to 14 hours each day. Sometimes I could have screamed with pain whilst waiting on the guests. Each year I have had to leave my work, as I could not carry on. Not long ago I got a bottle of your Powder, and since taking it I feel different altogether."

This is typical of the letters continually being received by Macleans. Sufferers who had given up all hope, whom even operations had failed to cure, tell of the marvellous results they have experienced even from the very first dose of Maclean Brand Stomach Powder.

Follow their example, and be absolutely certain to ask for Maclean Brand Stomach Powder, the one with the signature "ALEX. C. MACLEAN" on the bottle and carton. There are inferior substitutes at lower prices. But your health cannot be staked on a few pence. Get the genuine Maclean Brand. It is never sold loose. Bottles, 1/3, 2/- and 5/-.

## NEW BEAUTY SECRET FROM THE JUNGLE

ENCHANTING glamorous beauties—bewitching syrens of the forest. So historians describe the Aztec women who inhabited South America many hundreds of years ago. To-day modern science has wrested their beauty secret from the jungle — rediscovered the marvellous natural plant oils which gave these wild beauties the smooth clear skin for which they were famous.

Oils which sink deep into the pores of the skin and remove deep-seated impurities: oils which keep the skin soft and smooth in spite of exposure to biting winds, tropical sun and rain. These are all contained in the new Tokalon Vanishing Skinfood (non-greasy).

A few applications, and blackheads and enlarged pores disappear. In a week your skin is fresh, clear and 3 shades whiter; your complexion glowing with youth and beauty. Start using Tokalon Vanishing Skinfood to-day. If you are not delighted with results, your money refunded.

## No More Grey Hair

If you are grey, you look much older than you should. Restore the natural youthful colour by using Valentine's Extract, which stains grey hair to any shade of brown, or to black. Harmless, lasting, does not soil the linen.—SAFE AND SURE. Suitable for men or women. Of Chemists, 1/3, 2/6 & 6/- per bottle; or post free from J. L. Valentine, 46a, Holborn Viaduct, London, E.C.1.

VALENTINE'S WALNUT STAIN

BRITISH OWNED & MADE EXTRACT


# Hundred Years' Romance of the POOR MAN'S BANK

WHAT are the Trustee Savings Banks? Few people know. Yet they were the very first "Savings Banks" to be started in this country—long before the more familiar Post Office Bank.

The general public rarely hears of them except when they come into the news as they did the other day on the occasion of the annual conference at Blackpool of the Trustee Savings Banks Association.

The first of these banks was opened just after the Napoleonic Wars. Now there are over a hundred of them with 506 branches dotted all over the country. Their total deposits amount to over £226,000,000 and are increasing to-day at the rate of more than £10,000,000 a year. Nine new banks have been opened in the last five years.

## *Hard to save*

A little over a hundred years ago when people with a small income wished to save money they had to hide it in an old stocking, or under the bed, or in a cracked teapot, or under the floorboards. Banks were only for the well-to-do.

The few odd banks here and there which accepted small deposits of working people were frequently started by unreliable financiers. It was no uncommon thing for them to fail, and the unfortunate people who had entrusted their savings to them would suddenly find themselves left with nothing.

So that it was only possible for working men to save with the greatest difficulty and never with any sense of real security. If they hid their savings at home there was the danger of being robbed. If they put them in a bank it might fail. Either way there was no guarantee of safety.

It was to give the ordinary man and woman with a small income this sense of security that the Trustee Savings Banks were formed. Their object was to encourage thrift. They were, in fact, the pioneers of the national savings movement which, in just over a century, has reached colossal proportions throughout Great Britain.

It was not until some years later, when the Trustee Savings Banks had proved how ready people were to avail themselves of this new opportunity to save with safety, that the Post Office Bank was formed—based chiefly on the lines of the older bank, but with certain differences.

The Trustee Savings Banks get their name from the board of trustees which manages each individual bank.

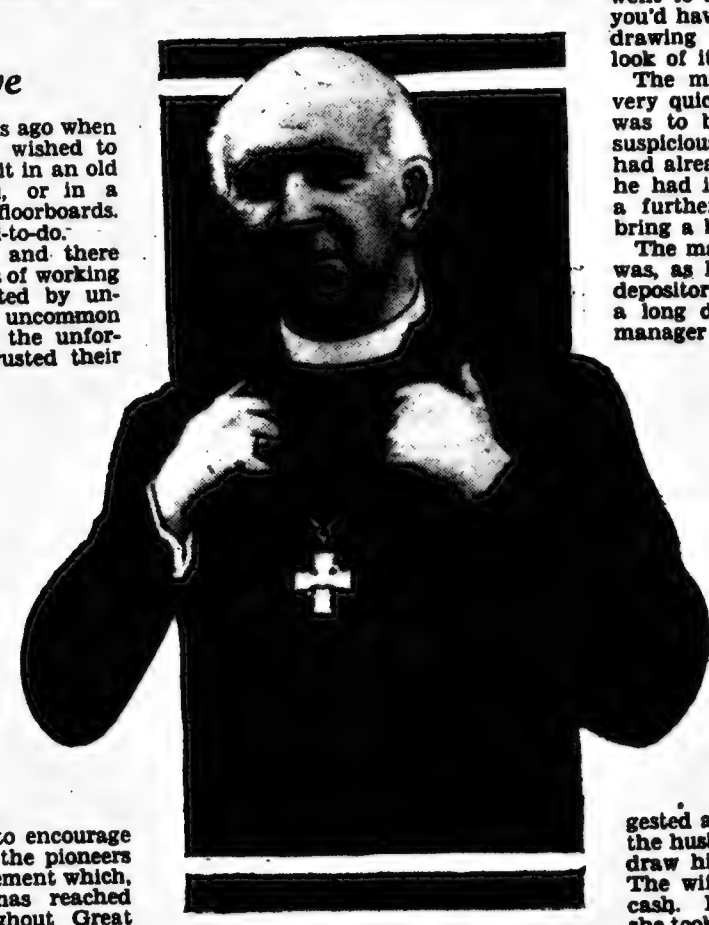
The trustees are always men who are well known in the district for their good character and high integrity. When a new bank is opened, the board is chosen by the Association, but the list of names must also be approved by the National Debt Office. The trustees hold office for life or until they retire. In the case of old-established banks, when one trustee drops out a new one is elected by the remaining members of the board.

Many famous names are associated with these banks, among them that of the Archbishop of Canterbury, who is a trustee of the Lambeth Savings Bank, London.

A condition of the banks' constitution is that no member of the board must receive any remuneration, or gain in any way, either directly or indirectly, from the appointment. The bank must make no profit. It is run entirely for the benefit of the depositors.

Although the banks are governed by their respective boards, they have, right from the beginning, been under Government supervision. The State decides how their funds shall be invested and guarantees the security of every depositor's account.

But perhaps the biggest difference is that, whereas the Post Office Savings Bank is essentially a machine, working mechanically, the Trustee banks are designed to be human.



*There are many famous men associated with the Trustee Savings Bank. The Archbishop of Canterbury is one.*

The manager of a branch is expected to be the good friend of every depositor at that branch. He can always be seen by anyone wishing to ask his advice about any private business. He takes a pride in being a personal friend to them all, and he does his best to encourage them to save as much as possible, and, having saved, to make the best use of their money.

There are many interesting stories to tell of how depositors have found a good friend in the bank manager. There was one man, an Irishman, who was a confirmed drinker. He would try hard and go straight for a time, and then he would break out and get intoxicated.

## *Talked away a habit*

Whenever he was going to have a bout of drinking he would go to the bank and draw out some money—perhaps as much as £2 or £3. All the bank officials knew him, and he made no secret of what he wanted the money for.

After a while the manager and he became very good friends. Then when he came in to draw money the manager would have a friendly chat with him. "Look here!" he would say. "It's a pity to take out so much money just for drink. Why don't you have 10s. You'd find that would be quite enough, and afterwards you would be glad that you had the extra 30s. in your account."

Sometimes he would take this advice. Sometimes he wouldn't. But after a time he began to look upon 10s. as his regular allowance, and finally he gave up the drinking bouts altogether.

That was over ten years ago. Now he has a prosperous business. He still has an account at the same bank. The manager and he are still friends, and he always maintains that he owes his success to the interest the manager took in him all those years ago.

Here is another story of how a manager saved a man from losing £50. A depositor came in one morning to draw £50. He was not a rich man, and the cashier was anxious because, from one or two remarks he had passed, it seemed as if he were going to be swindled.

So before he paid over the money he went to the manager and said, "I wish you'd have a word with So-and-So. He's drawing out £50, and I don't like the look of it."

The manager saw the depositor and very quickly found out that the money was to be "invested" in what looked suspiciously like a bogus firm. The man had already paid over £10, and the £50 he had intended to draw that day was a further investment "guaranteed" to bring a big profit.

The manager discovered that the firm was, as he suspected, "no good." The depositor was saved his £50, and after a long delay and a lot of bother the manager also succeeded in getting back the £10 he had already paid.

Then there was the case of the woman whose husband was dying of an incurable disease and was to be taken to hospital that evening. He had had an account at this particular bank for years and was well known there. She came to the manager in great distress because her husband was worried as to what would happen to the money, as he had made no will.

The sum involved was about £300, and as he wished his wife to have it all the manager suggested a simple way out. This was that the husband should sign a form to withdraw his money and close his account. The wife then took it home to him in cash. He handed the cash to her and she took it back to the bank in the afternoon and opened a new account in her own name.

Sometimes the same family will use the same bank for three or four generations and be very proud of the fact.

## *Take care . . .*

Some years ago a young man walked into one of the Trustee Savings Banks in London and asked to see the manager. He had with him a copy of his uncle's will, which involved a large sum, something like £300,000. He said he believed his uncle had an account at this bank and was told that he had. He then expressed surprise that a man with so much money should bother to have an account at a savings bank.

But when the manager told him the story that lay behind that account the nephew was no longer surprised.

The uncle had begun his career as a messenger boy and had had a job just round the corner from the bank. Every week when he was paid he would come to the bank and deposit 5s. He kept that up for years and always said that his later success was based on that.

Up till a few years ago a person could only have one account. Now you can have as many as you like provided that altogether you do not save more than £500 a year.

In addition to their ordinary accounts many people are opening what are called "purpose accounts" — that is, accounts devoted to a special purpose. Some people use these special accounts to save up for holidays, to get married, to buy a house, for Christmas, to buy a motor-car, to pay school fees, to pay rates and taxes, or to go for a cruise.

H. BROOM, The World's Greatest P.C. Expert.

# BROOM'S INTERNATIONAL COURSE

## The Most Successful Course of all Time

BUILT by RESULTS • • PROVED by INDISPUTABLE FACTS

### Never in Physical Culture History have Results been Known to Equal These

THE advertisements I have published recently have staggered the P.C. World. Time after time I have obtained results on the International Course which have never before been expected from a Course either in facts or figures.

Facts and figures, even in tabulated form, can be very boring, but in the undermentioned cases they are definitely startling; they must pull you up short and compel you to glance at them again with interest. The following, for example, tells a dramatic and sensational story . . .

**FACTS AND FIGURES**

I first proved the International Course on myself and added 3 st. to my own body-weight, which had stood still for 20 years and 30 in. in development in one year.

I again proved the Course on my son Eric, who, at 16, is stronger than most men and winner of 15 medals.

My pupil, N. Bourne, defied the century-old bogy and lifted the famous Blue Stone for the first time in 100 years . . . and receives the Broom Silver Cup. I showed four cases where the International Course had saved life—not my words, but thankful fathers, doctors and Press reports, etc. . . . **not luck, but results.**

I gave figures in the shape of Accountants' certificates and a batch of 21,563 testimonials have been certified by the Editor of "H. & S." and Accountants. At the present time I have a bale of testimonials on the rail and I have been compelled to set up a room specially for the filing of testimonials . . .

This course also has the praise of its competitors. Mr. Ed. Aston gave me a wonderful testimonial, which I have published . . .

85 per cent of the pupils report satisfied after the first lesson alone, and the Course is the only one in the world WITH A REAL GUARANTEE (WRITTEN). Also my After-Sales Free Service is the LAST WORD in making the failure of the Course impossible.

**READ WHAT THESE JOURNALS SAY:**

**The Editor of "Health and Strength" says:** "Such proof of a Physical Culture Course has never before been seen at these Offices and we take the opportunity of publicly stating this fact. Some of the letters are really amazing—one pupil reports a gain of 40 in., etc., etc. Congratulations, Mr. Broom."

**Editor of "Health and Efficiency" says:** "That is surely the greatest work of to-day—the regeneration of youth—and Mr. Broom is to be congratulated on the amazing results he has secured for physical culture in general and his International Course in particular."

**Editor of "Superman" says:** "Every day large numbers of testimonials are being received at Broom Hall. Mr. Broom is at a loss to know how to inform readers of the wonderful results he is achieving."

**Editor of "Boxing" says:** "That Mr. Broom's claims are by no means exaggerated is proved to the hilt by the fact that he has 5,697 testimonials, every one of which is vouched for by a Chartered Accountant's Certificate. There can be no better guarantee of the genuineness of the Course than this."

**In spite of all the above I have not yet started to give Readers proof.**

*See this marvellous Result of Training on the* **INTERNATIONAL COURSE.**

### The Broom International Course consists

of six monthly lessons. New apparatus is sent, including a new type of Spring Grip Dumb-bells, a new Leg Exerciser, a new Neck Exerciser . . . All Steel Expander and a Roller Weight Outfit . . .

The Course really does give bulk in development . . . BIG Bulging Muscles and ROBUST Health and Strength and Stamina to endure and overcome the most exacting ordeals . . . many pupils have added 6 inches to Chest, 3 inches to Biceps, and, in numerous cases, shown an increase of 30 inches all round. Not Balloon or Forced Muscle, but development that will last and which can be applied to any test. . . . It's the Greatest P.C. Course for Results Ever Known. All I want to do is just to send you copies of the results so that you can check over with those you're getting. . . . This course includes everything you require to build bulk in development under a Special Money Back Guarantee. . . . The fee of 30/- for these lessons, fully illustrated with inspiring photos, can be paid for by such low payments as 1/- per week.

If you are interested and would like to investigate further, write for full details of this Course. **SENSATIONAL PHOTOS FREE.**

**Write for "The International Way," FREE.**

### SPECIAL OFFER, 30/- or 1/- WEEKLY

**85% of all pupils have reported satisfied even after the first month's lesson only.**

*The World's Leading P.C. Expert by Results*

## H. BROOM,

**BROOM HALL, 553, Holderness Rd., HULL**

*Write for "THE INTERNATIONAL WAY." It's the Turning Point in Your Career.*

To H. BROOM, 553, Holderness Road, Hull.

Please forward, without obligation, full literature of your International Course and photo prints of yourself and your son Eric to—

NAME .....

ADDRESS .....

.....

.....

Please write in Block Letters. J.B. 2.

### Here are a Few Testimonials Taken at Random from Thousands:

**J. E. PEACH:** Have increased all round with 6lb. increase in weight.

**G. Brown, Rotherham:** I have gained 8 in. extra.

**E. Carrington:** I wish to say that your course is doing me more good than all others I have tried. My weight has jumped up by 6 lb. and I am better than I have ever experienced.

**J. Shackle, Keighley:** It is really marvellous. My weight has increased 10 lb. and my measurements are increasing all round.

**J. Farraty, Margate:** Increases 8 lb. in weight and 12 in. in muscular development.

**J. T. Carrick:** Increases 10 in. and 8 lb. in weight.

**L. D. O. Lee Gledhill, Halifax:** Increases 12 lb. in weight.

**S. Oliver, Lincoln:** Gains 1¾ in. chest, 1 in. on each bicep and 100 per cent. improvement.

**R. G. Steadman, Anfield:** Gained 1 st. 6 lb. in weight, 3¾ in chest, 1 in. biceps, 2 in. thigh and 3 in. calves.

**L. Rose, Nottingham:** Gained 2 st., 3 in. each bicep, 5 in. chest, 1¼ in. neck, 2 in. forearm.

**E. Harvey, Birmingham:** Increases in 21 days 11 lb., biceps 1¾ in., etc., etc.

**W. H. Spencer, Chesterfield:** Gained 4 lb. in weight, 2¼ in. chest, 1 in. each bicep.

**R. McNeff, North Kensington:** I have not only gained huge measurements but robust health. Gained 7 lb. in weight, 3¼ in. chest, 1 in. neck, 2 in. each bicep, 1¼ in. forearm.

**L. D. Smith, Plaistow:** I have spent over £30 and tried most courses, but I have got ten times the results with you for 30/-.

**C. W. Turner, Consett:** In the past month I have put on another 1 in. on biceps and chest, 1½ in. on forearms. What the results will be like after six months of this course I can only guess.

**P. A. Strutman, London:** I am getting excellent results. Have developed 1 st in weight.

**L. C. O. Weir, Bedford:** I have gained 15 lb. in weight. My club mates tell me that I have put on more in three months with you than they in three years with other courses.

**S. Pass:** Increases 1 st. and ¾ lb. and other measurements.

**F. A. James, Parkstone:** Gained 7 lb. in weight, chest, neck and forearm and wrist increases 7 in.

**Gordon C. Lent, Sittingbourne:** Increases in three weeks, 11 lb. in weight, chest 3 in., biceps 1¾ in., forearm 1¼ in.

**L. Peacock, Mirfield:** Gained 7 lb. in weight and all-round increase.

**C. H. Foster, Dagenham:** Increased 21 in. . . Says the BEST COURSE IN THE WORLD.

**W. H. Buttain, Rotherhithe:** Increased 18 in. and 15 lb. in weight.

**L. Craven, Bulwell:** Increased 15½ lb. in weight and 24 in.

**T. Toffee, Eastleigh:** I have never possessed such a powerful concentration.

**A. Walker, Croydon:** I have increased 10¼ in. in muscular development.

**E. Branger, Southborough:** I have gained 10 lb. in less than a *month*.

**R. Blythe, Leeds:** I have gained 6 lb. in weight and muscle.

**D. V. Owens, Summerhill:** 100 per cent. fit and increased 7 in.

**C. J. Andrews, Alcester:** First month 8 lb. increase.

**H. Bennett, Disley:** Added 7 lb., chest 1½ in., biceps 1 in., etc., etc.

*Compare these Results with those of other Courses*
*WRITE for the INTERNATIONAL COURSE*

# Oh! my CORN!!

**No need to suffer any longer—CORNS COME RIGHT OUT, root and all!**

THE most agonising foot troubles can be quickly relieved and corns completely removed by a 'Reudel Saltrates' footbath. The two-fold action of 'Reudel' rarely fails. The active oxygen released by 'Reudel Saltrates' enters the pores and carries special corn-softening salts down to the root, which is soon loosened so that it comes right out. Thousands have proved this the quickest, surest way of ending corns.

**A DOCTOR SAYS:** "I've found a very good thing in 'Reudel Bath Saltrates' . . . I believe it does all it claims. I would not be without it."

J.——M.D., O.B.E.

**VERY IMPORTANT**

If you want quick relief from corns and painful foot troubles, on no account must you confuse 'Reudel Bath Saltrates' with bath salts which lack curative action. Ask plainly for 'ROO-DEL' (there is no substitute and nothing else is as good) and see you get the *YELLOW* packet.

## REUDEL BATH Saltrates

*Pronounced* ROO-DEL

**only in YELLOW Packets**

Unequalled for FOOT TROUBLES. *from all chemists 1/6*

# PERFECT REST FOR YOUR LEISURE HOURS

*Fully Patented No. 414464*

Your leisure hours are precious . . . they mean a lot to your happiness and health . . . make the most of them in the glorious comfort of the BERKELEY SUPERLAX. You will enjoy a lasting feeling of satisfaction in the beauty, quality, strength and durability of the BERKELEY SUPERLAX, and realise that at its astounding low price, it is the greatest Easy Chair value in the World. Designed to suit everyone, tall or short, it takes up any position from upright to lounging—AUTOMATICALLY—without getting out of the chair.

*Sold under our usual guarantee of money-back, if not satisfied within seven days.*

**DELIVERED FREE in England, Wales & Scotland**

**Genuine Berkeleys are only made in our own Factories and are not obtainable through any other furnishing house.**

**The Back and Seat of the Berkeley Superlax are easily REMOVABLE FOR CLEANING. HAIR STUFFING. LUXURIOUS SPRINGS IN SEAT AND BACK. CONCEALED CASTORS. COVERINGS: REPPS, TWEEDS, TAPESTRIES, MOQUETTES, ETC.**

**10/- WITH ORDER**

THE Berkeley SUPERLAX
THE EASY CHAIR THAT ADJUSTS ITSELF

IN B QUALITY COVERING
CASH PRICE
**62/6**
or 65/-—10/- with order and balance 10/- monthly.
Settee to match £5:2:6

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(Dept. J.B.),
**70-78, Old Kent Rd., London, S.E.1**
*West-End Showrooms:* 133, Victoria Street, S.W.1;
*Branches:* 83-87, London Road, CROYDON;
The Parade, High Street, WATFORD;
149, Becontree Avenue, Dagenham;
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71, Deansgate, MANCHESTER.
12, Poole Hill, BOURNEMOUTH.

**COUPON** Please send Catalogue of all Models of Berkeley Upholstery, together with complete range of Coverings.

*Name* _____

*Address* _____

*John Bull* _____

★ **£250 Cash for only 3 words!**

*This or any of the other magnificent cash prizes, amounting in all to more than £450, may easily be yours!*

**TURN TO PAGE 33 NOW!**

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Moulded Coach-built body, softly upholstered, loose seats, celluloid handle, leather cloth hood and apron, ball-bearing wheels, ribbed cushion tyres, foot brake, coil springs, mudguards. Price, Carriage Paid 5/- NOW or 5/- monthly. Catalogue of Prams, Folding Cots, Free.

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up to any amount in accordance with rules

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ALL NERVE & RHEUMATIC PAINS

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MUCOUS COLITIS INTERNAL ABSCESSES

Miss SAUL, 8 Lyveden Road, Blackheath, London, S.E.3., writes: "I am writing to let you know I am still keeping well after being cured 15 years by your most wonderful Vitadatio. I had suffered from Mucous Colitis and Internal Abscesses, and been confined to bed for FOUR YEARS and THREE MONTHS, and was told I could only live two months. Vitadatio is the most wonderful medicine I know, and I wish it every success."

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The World-renowned Herbal Tonic and Blood purifier—invaluable for Blood Trouble, Liver, Kidney and Stomach Complaints. Vitadatio has saved thousands of lives—it may save yours. Sold by Boots, Taylors', Timothy Whites, Chemists and Stores, 3/- and 5/- per bottle (post 6d. extra in U.K.). Bottles for export 21/- post free. From VITADATIO, No. 121, ARMLEY, LEEDS.

# OUR LETTER PARLIAMENT

# When the Fortune-Teller was ALL WRONG

THE gipsy at the race meeting told me that luck was coming my way; half an hour later I backed a 100 to 1 winner.

Selling my piano, I added the price it fetched to my winnings, and bought a more expensive instrument. While I was superintending and assisting in its removal into the house it slipped. I took its full weight on my wrists.

Owing to that piece of "luck" in backing the winner I am now unable to play a note of the music I love.—*P. S., Ealing.*

## SPIRIT OF MISCHIEF

While home on leave during the war my brother dared me to don his spare uniform and go out with him. I did. Then a spirit of mischief took us to a fortune-teller.

The seer examined my hands, and his darting eyes took in particulars of my uniform. He told me I was a corporal, had done mostly clerical work, was home on leave, and that the young lady whose ring I was wearing was faithful to me. Finally, I should return from France unscathed.

Yet I was dying to tell him I was a girl.—*Mrs. H., Brighton.*

## NEXT DAY

It was dusk when he entered the fortune-teller's kiosk. Fingering a long white beard nervously he listened anxiously through an ear-trumpet.

"For seventy years life has been hard on you," announced the seer, "but good fortune will be yours until you are ninety."

He left—unconvinced, and convulsed with youthful mirth. Removing his "make-up," he told how he had duped the gipsy. "Ninety!" he exclaimed, "that gives me another seventy years."

But the next day my friend was killed in a car smash.—*W. A. S., Chesterfield.*

## FELL IN LOVE

Shortly after our marriage my wife was introduced to a gentleman fortune-teller who painted a rosy picture of happiness that would result from the union.

Unfortunately for me, his prophecy entirely failed to materialise. For so infatuated did my wife become with this dealer of modern magic that, after a long period of intrigue under the guise of professional visits, she decided eventually to throw in her lot entirely with him, leaving me no alternative but to institute divorce proceedings.—*"Stars," Salisbury.*

## A SCAR

It was marvellous! Each little line upon my hand seemed to reveal something of what the future held for me.

The most interesting prediction, however, arose when the fortune-teller studied a short line near my wrist. That line spelt wealth, success and happy matrimony for me in the future, he said.

Was I glad? Well, I should have been if I had been born with that line instead of merely acquiring it in a car smash.—*H. E. A., Warwick.*

## OVERDUE

"I see a ship, her name is *B*——; she is in a storm. Now she is beneath the water and all hands are lost."

That's what the fortune-teller told the captain's wife—and she believed her too well. Three days later the expected telegram announcing his arrival home was not received. The fortune-teller's words set her brain on fire and broke her heart.

The day of the funeral the captain returned, in perfect health. There had been no storm and no lives lost. The ship was simply overdue.—*Miss C., Sunderland.*

## NOT RICH!

In 1920 I sailed for India to join my soldier husband. Shortly after my arrival I consulted one of the many Indian fortune-tellers in Bombay.

He told me that plenty of luck was coming my way and that my husband would be a "colonel sahib" in a year, thus making me a rich woman! A year later my husband was "broke" the ranks from warrant officer for a trivial offence.

We sailed then for England, landing with less than a pound with which to start life anew. We have been "hard up" ever since.—*"Mrs. Atkins," Woolwich.*

## UNWANTED NOW

University-trained, perhaps I should have had more sense than to consult Madame. But "Hope springs eternal"; I wanted to know if I should marry and feel the thrill of chubby baby fingers around my neck.

"Yes," she said, "he would not be good-looking, but well-to-do, loving and ambitious. I should have children."

I've had the children—hundreds of them. My years have been spent teaching the little dears, wiping their small noses in the infants' school. But he never came. Nor do I think I want him now; for grey hairs accumulate, dreams fade, and I am well content.—*"Ex-Teacher," East Notts.*

## DIDN'T GO

Whilst visiting friends in the country I was invited to the vicarage. After a jolly afternoon I sat down to tea with the vicar, his wife, daughter and two other friends.

When the meal was over, the vicar laughingly suggested that his daughter, a bonny fair-haired girl, should read our "fortunes" in our tea-cups. "You will travel abroad and marry a dark-haired beauty," she said to me with a smile.

But I did nothing of the sort. I remained in the village until the bewitching fortune-teller consented to become my wife.—*H. P. W., Southampton.*

## FALSE INFORMATION

The factory girls praised an old woman who told fortunes and, apparently, startled them with her knowledge of themselves and actions. One girl pestered me so much to go that I became suspicious that she was carrying information to the fortune-teller.

I informed the girl my fiancé was lame and could not walk. When I visited the seer and gave her my name I was told that my young man was unable to walk, but that he would get better.

As we had planned a long jaunt for the following Sunday the fortune-teller was badly wrong.—*"Anti-Seer," Lincs.*

## CHANGE FOR WORSE

For many years my friend, a West End kinema band leader, tried in vain to persuade me to leave a remunerative post and take up music as a profession.

When, however, a gipsy fortune-teller at a local fair foretold great success for me as a violinist, I decided to take a chance, resigned from the situation and joined my friend's orchestra.

For several months I earned considerable money—then came the "talkies" since which my only audience has been one of hurrying passers-by who drop solitary coppers into my battered old trilby.—*"'E' String," Penarth.*

## BETTER NOW

"You are about to leave your present situation and enter another. If you do you will not only regret it and be thrown out of work, but you will also do something on that job which will have detrimental effects on your health, resulting in an early death."

So said my fortune-teller.

But I laughed at her and changed my job. To-day, not only am I in a permanent position but, through taking my doctor's advice and not the palmist's, I am better in health than I have been for twenty years.—*"Young Dad," Staffs.*

* * *

"Someone is handing you a bag—it is filled with gold coins." The rude awakening from my dreams came at the end of the week, when my firm handed me, not the expected "rise," but the sack.—*"Still Workless," E.1.*

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published, 2s. 6d. for "Shorts." Envelopes marked "Letter Parliament" must reach 93, Long Acre, London, W.C.2, by first post Tuesday, July 9.

**"If I had Three Wishes."**

*Race with "Silver Ring"*

# Unfavourable Odds

SEVERAL of the popular ante-post commission agents are offering odds on the St. Leger, which is not due to be run for another two months.

I am not a timid backer, but the odds of 11 to 10 Bahram, 7 to 1 Fair Trial and Field Trial, and "tens" Bobsleigh and Hairan would not tempt me.

Outside a selected group of a dozen or so, extravagant odds are on offer, but most of these candidates are cat's-meat. Layers are right in not opening out against Bahram, but if the Aga Khan's champion is to be tight, better odds should be offered against some of the other candidates of note. Seventy-two horses remain in the race.

The Ascot Gold Vase winner, Flash Bye, figures generally at 12 to 1, and I like this Manton horse as well as any apart from Bahram.

I have been asked to name a few long-shots for the Stewards' Cup. There are thirty-nine entries and, at first glance, they all ought to be round about 33 to 1.

I suggest Winandermere, Kingsem and Theio as a likely trio, and will have more to say in this respect at a later date.

At Alexandra Park this week-end make a note of Paradise Lost, Ca-Ca-Ce and Sammy.

## "SILVER RING'S" CODE

The Code for this week is as follows. It covers the racing from Thursday, July 4, to Wednesday, July 10.

H J I 95 S O Y 97 L W N 96 G E D V
Q C 93 B A K X U Z R 98 T F 94 M P

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below as the case may be. Example: O9893FQ9694M would read KNIGHTED. Where a double letter occurs in the name of a horse the figure 2 is substituted. JSW94962S would read CARETTA.

# OUT NEXT WEDNESDAY

JULY 10

*Look out for the Coloured Cover of "The Summer Annual" on the Bookstalls next Wednesday.*

*The whole of the proceeds from the sale of "The Summer Annual" will be devoted to charity. Your sixpence means entertainment for you and happiness for others.*

## 100 PAGES of Holiday Happiness for 6D.

IT'S coming—on sale everywhere, on Wednesday next—July 10th—the gayest thing you'll see this Summer—THE SUMMER ANNUAL — an amazing, gigantic feast of first-class fiction and fun, by Britain's best writers, humorists, and artists—100 all-photogravure pages—scores of illustrations—all for sixpence only. There will be a big demand for it. The only way to make sure of your Copy, is to go to your newsagent to-day and ask him to reserve it for you. Look at this list of some of the famous contributors.

**A. P. HERBERT**
"THE MOUSE-TRAP"
*Illustrated by Howard K. Elcock.*

**BEVERLEY NICHOLS**
"A CHILD'S GUIDE TO WOMEN MOTORISTS"
*Illustrated by Edgar Spenceley*

**ETHEL MANNIN**
"ENVIRONMENT"
*Illustrated by W. S. Hutton*

**MARJORIE BOWEN**
"POWDER BLUE"
*Illustrated by Grant Reid*

**MARGARET KENNEDY**
"HER WEDDING DAY"
*Illustrated by Collet*

**A. J. CRONIN**
"THE THIRD INGREDIENT"
*Illustrated by Welch*

**WARWICK DEEPING**
"OLD MISCHIEF"
*Illustrated by Greenup*

**HENRY WILLIAMSON**
"A VILLAGE DAVID AND GOLIATH"
*Illustrated by W. J. Turner*

**J. B. PRIESTLEY**
"MR. STRENBERRY'S TALE"
*Illustrated by Bertram Prance*

**A. J. ALAN**
"THE DIPTYCH"
*Illustrated by George Whitelaw*

**G. B. STERN**
"GRAND INQUISITOR"
*Illustrated by Inder Burns*

**SIR PHILIP GIBBS**
"THE EMPEROR'S AIDE-DE-CAMP"
*Illustrated by Sinclair Calow*

**SAPPER**
"THE MISSING LINE"
*Illustrated by J. W. Sindall*

**GEORGE PREEDY**
"SUPPER WITH MADAME OLSHAUSEN"
*Illustrated by Clive Upton*

**JOKE DRAWINGS BY**—Bruce Bairnsfather, G. S. Sherwood, Betts, Ricardo Brook, Peter Fraser, Dennis Mallet, Leslie Butler, Chester I. Garde, A. R. Cane, Harold Beards, Paul Carrath, W. H. Cobb, Batchelor, Seymour Hurley, Frank R. Grey, Frank Moysey, M. Hall, Wilson Fenning, A. E. Beard. Cover design by Bruce Bairnsfather.

**COLOSSAL HOLIDAY CROSSWORD**

# The SUMMER ANNUAL 6D.

100 PAGES—ALL PHOTOGRAVURE

# AT LAST! SCIENTIFIC RESEARCH CONQUERS GREY HAIR

## Wonderful New Preparation Gives Back Youthful Looks To Thousands.

## RESTORES NATURAL COLOUR WITHOUT DYES OR TINTS.

The introduction of this wonderful new discovery has caused a sensation throughout the country. Thousands of grey-haired people who had previously been dissatisfied with dyes and tints have found to their enormous delight that "Chevelene" actually does everything claimed for it in restoring grey hair to its original colour. The remarkable feature of this discovery is that it is certain and natural in its action, and being prepared from pure materials by expert chemists it is absolutely harmless.

### GREYNESS A HANDICAP.

From the earliest times Grey Hair in man or woman has been regarded as a sign of failing youth and powers, the dread herald of decline and decay. Even the vaunted "wisdom of age" has never been accepted by the work-a-day world as a fair recompense for the loss of youthful appearance and vigour. No! Greyness—especially Premature Greyness—is an *enemy* to be fought against. A youthful appearance is a personal asset, representing hundreds of pounds a year to many business men.

### RE-GROWS THE LOST COLOUR INSIDE EACH HAIR.

"Chevelene" revives the pigmentary (or colour-making) cells at the root of the hair, causing them once more to send up the natural colour into the hair. This colour, being naturally produced, is "Fast" and uniform FROM ROOT TO TIP, and cannot be removed by washing, shampooing or perspiration. "Chevelene" *does not stain* the Scalp, Hat or Pillow. It positively

### ABOLISHES DANDRUFF & SCURF

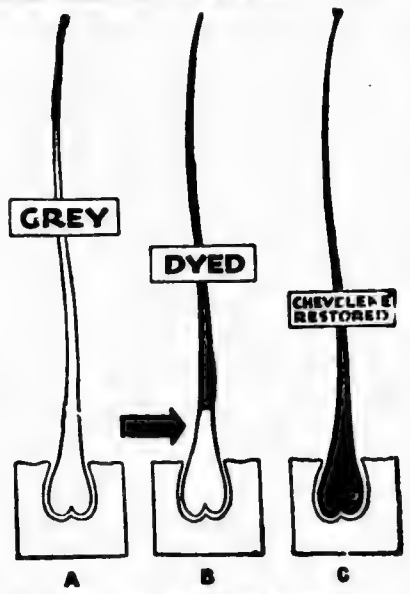
and has no rival for promoting the healthy growth of the hair.

### RESTORES ORIGINAL SHADE.

It restores to each user the original youthful colour of the hair, whether blonde, auburn, brown or black. The restoration of the colour is gradual and defies detection, a claim that cannot be made for other methods.

A minute or two each day suffices to bring about the re-coloration of the hair, a process which is completed in three to four weeks.

**"Chevelene" treatment is *supplied with a guarantee* that all money will be refunded if its claims are not realised to the satisfaction of each user.**




**A—Shows Grey or White Hair.**

**B—Illustrates how the growth of dyed hair exposes a tell-tale ever-growing length of undyed hair.**

**C—Reveals how the new "Chevelene" Treatment re-grows the lost original colour in each Grey or White Hair from root to tip—exactly the same undetectable natural shade of each person's original blonde or brunette colouring.**

### WRITE TO DAY FOR THE "CHEVELENE" ILLUSTRATED BOOKLET.

Full information about this valuable discovery has been published in an interesting illustrated Booklet, a copy of which will be sent post free in response to a letter or postcard addressed to

**CREBELS, LTD.,**
**DEPT. J.B.3,**
**KINGSTON, SURREY.**

*Kindly write distinctly and state whether Mr., Mrs. or Miss.*

# SKIN DISEASES

## *New Blood Remedy.*

### *"Skin Soft as Velvet."*

"I am pleased to tell you I am completely cured from that terrible disease, varicose eczema and psoriasis, from which I was suffering, and I can only thank Elasto for the wonderful and speedy cure. My legs now show no trace of the old trouble, and my skin is as soft as velvet. I think Elasto is the safest and cleanest and best blood purifier in the world. . . ."
(Signed) Mr. E. J. BEAUCHAMP,
33, British Grove, Chiswick, W.4.

The New Elasto Blood Remedy is bringing quick relief and permanent cure to thousands of sufferers from Eczema, Psoriasis, Dermatitis, Varicose Veins, Bad Leg, Piles, and other Diseases of the Skin and Circulatory System.

It is prepared in tiny tablets which dissolve instantly on the tongue and are absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood! Elasto is not a drug but a vital cell-food which must be present in the blood to ensure complete health.

### *Send for Free Sample.*

Elasto Blood Remedy is fully explained in a special booklet which we will gladly send, privately, post free, together with **Free Sample** and copies of recent testimonials. Write for these to-day, Now! Or send 5/- for a full month's supply (in plain wrapper) and see for yourself what a wonderful difference Elasto makes!

**The NEW ERA TREATMENT COMPANY Ltd. (Dept. 18A), Cecil House, Holborn Viaduct, London, E.C.**
**ELASTO WILL SAVE YOU POUNDS!**

## £1,000 WON IN CROSSWORD COMPETITION No. 310.

In the above Competition, correct solutions were received from the following seventeen competitors, who share the £850 offered:—

C. Beck 72, Hauteville, Guernsey, C.I.; T. V. Dalby, 44, Cotswold Road, Sheffield; Mrs. G. M. Evans, 523, Kings Rd., Edgbaston, Birmingham; G. E. Fielden, 6, Joshua St., Todmorden; T. J. Goulding, 20, Dale St., Runcorn, Ches.; H. W. Harris, 48, Oak Grove Rd., London, S.E.23; P. Harrison, 31, Beechcroft Gardens, Wembley Park, Middx.; C. Hooper, Garage, Kilgetty, Pem.; R. Jewitt, 7, Egerton Rd., South Shields; S. Meape, Mater Hospital, Dublin; C. Morrells, 311, Gander Green Lane, Cheam, Surrey; L. Partridge, 27, Matefair, Northampton; Mrs. J. G. Payne, 173, Sloane St., London, S.W.; J. Pinder, 3, Bolton St., Colne, Lancs.; W. Stanley, 50, High Dane, Hitchin, Herts; Mrs. K. Twin, 106, Broadway, Peterborough; A. West, 33, Wellmeadow Rd., Lewisham, S.E.

To each of them, subject to the conditions of the Competition, a cheque for £50 will be sent.

Any other entrant who claims to have sent a solution eligible for a share of this Prize, must demand a scrutiny by First Post, Tuesday, July 16, sending £1 Scrutiny Fee, copy of solutions and Postal Order number. Envelope to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John Bull."

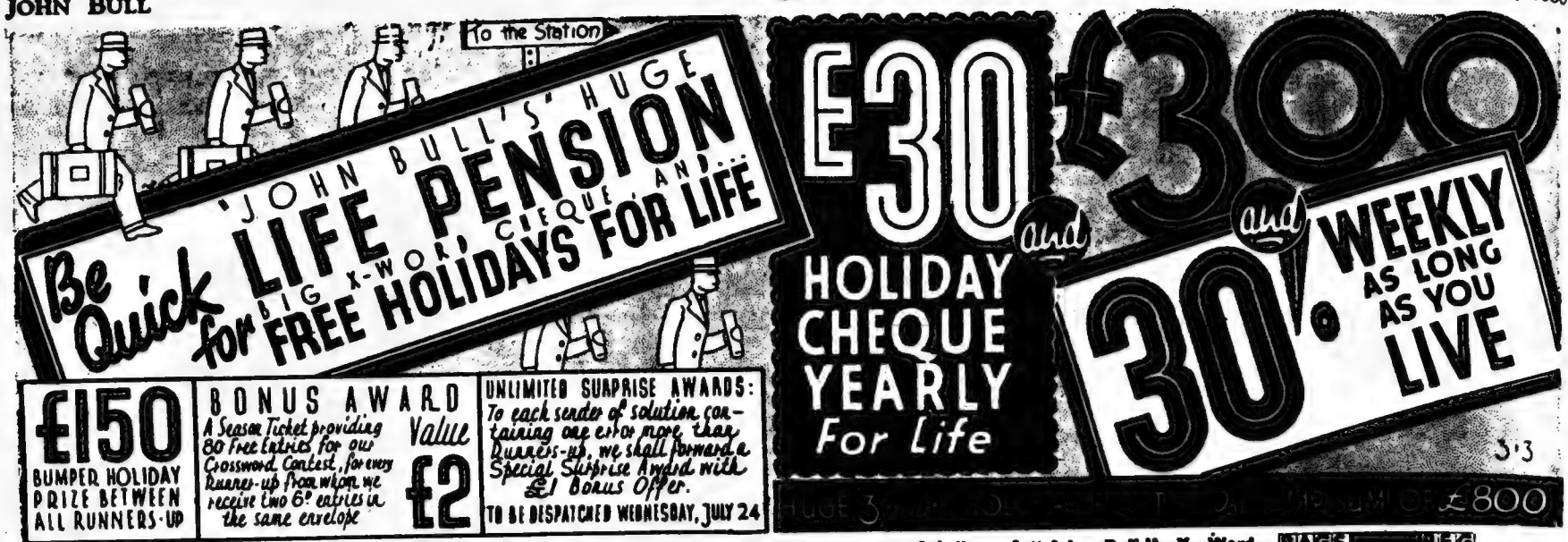
No scrutiny can be undertaken in connection with the Award of £150 to Runners-up. This Prize has been divided between 134 competitors from whom we received solutions containing one error and who will each receive £1 2s. 6d.

An extra £100 will be shared among the Runners-up who submitted two 6d. coupons in the same envelope.

Surprise Awards were won by 735 competitors who submitted solutions containing two errors.

**BONUS WINNERS IN CROSSWORD No. 307.**—Eighty-five competitors qualified to share the extra £100 offered and payments of £1 3s. 7d. have been dispatched.

**BONUS WINNERS IN CROSSWORD No. 308.**—One Hundred competitors qualified to share the extra £100 offered and payments of £1 have been dispatched.


To the Station
JOHN BULL'S HUGE
Be Quick for LIFE PENSION
BIG X-WORD CHEQUE AND...
FREE HOLIDAYS FOR LIFE
£30 and HOLIDAY CHEQUE YEARLY For Life
£300 and 30/- WEEKLY AS LONG AS YOU LIVE
£150 BUMPER HOLIDAY PRIZE BETWEEN ALL RUNNERS-UP
BONUS AWARD
A Season Ticket providing 80 Free Entries for our Crossword Contest, for every Runner-up from whom we receive two 6d. entries in the same envelope
Value £2
UNLIMITED SURPRISE AWARDS:
To each sender of solution containing one error more than Runners-up, we shall forward a Special Surprise Award with £1 Bonus Offer.
TO BE DESPATCHED WEDNESDAY, JULY 24
3/3
HUGE 3 ... SUM OF £800

**LAST week our huge Crossword First Prize was captured outright and its winner, Mrs. M. Smith, 84, Anton Road, Andover, Hants, was the 70th competitor to head our winning list alone. Why shouldn't you do as well?**

**With care and common-sense you can turn the squares on this page into stepping-stones to the most glorious holiday you have ever enjoyed.**

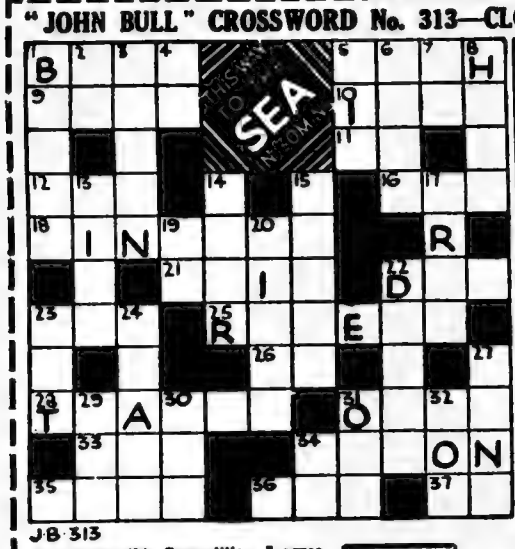
**Nor will this year's be the only Holiday provided by "John Bull"; beat all your fellow competitors this week and you will receive a £30 Holiday Pension Cheque every year for life. And this is but part of to-day's huge First Prize, for the winner will also receive the solid sum of £300 cash and the security of a 30s. Weekly Life Pension, commencing at once.**

**See that your squares reach Long Acre by noon on Thursday, July 11.**

PRIZES VALUE OVER **£4,000** coming NEXT WEEK

"John Bull" will pay a Life Pension of 30s. a week £300 in cash and a Holiday Cheque yearly of £30 (or a lump sum of £800) for a correct solution on one square of the puzzle below. Failing a correct solution the prize will be awarded to the reader whose entry is the nearest correct solution. An additional £150 will be divided between those competitors who enter squares containing one error only, or only one error more than the winning solution. An extra Bonus of a Season Ticket providing 80 Free Entries to our Crossword Contests will be awarded to every Runner-up from whom we have received two sixpenny coupons in the same envelope. A Surprise Award, with £1 Bonus Offer, will be sent to each sender of a square containing one error more than Runners-up. Solution of puzzle will be published in "John Bull" on sale Thursday, July 18, and winner in "John Bull" on sale Thursday, July 25.

## "JOHN BULL" CROSSWORD No. 313—CLOSING (NOON) THURSDAY, JULY 11, 1935




JB 313

JB 313

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto, and enclose

P.O. value..... No.....
Readers in Scotland ineligible. See Rule 5.

**ENTRY FEE for 2 Squares 6D.**

SIGNED.....

ADDRESS.....

.....

CUT ROUND THESE DOTTED LINES

"JOHN BULL" CROSSWORD No. 313—CLOSING (NOON) THURSDAY, JULY 11, 1935

JB 313

JB 313

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto, and enclose

P.O. value..... No.....
Readers in Scotland ineligible. See Rule 5.

**ENTRY FEE for 4 Squares 1/-**

SIGNED.....

ADDRESS.....

.....

**ADDRESS ENTRY** "John Bull" Crossword No. 313, 87, Long Acre, London, W.C.2. (Comp).

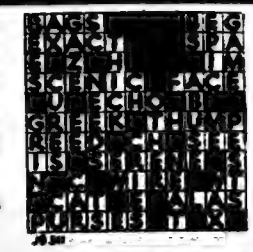
**FREE HELP** Send Postcard for free copy of "John Bull's" Crossword Gazette. Address, Gazette Dept., 30, Bedford Street, W.C.2.

## RECORD HOLIDAY OFFER

Next week "John Bull's" Record 3-in-1 Holiday Prize will be £6 Weekly for Life, £1,000 and £50 Holiday Cheque yearly—or £3,500 cash!

### Solution of "John Bull" X-Word No. 311.

Winners in Crossword No. 310 appear in page 39. Winners in Crossword No. 311 will be published next week. The solution of "John Bull" Crossword No. 311 is given herewith as a matter of interest to our Crossword Competitors. We wish to emphasise that no claims are required, as all entries are carefully examined by our staff.



JB 311

KEEP YOUR COPIES BELOW

These miniature reproductions of this week's puzzle are only to be used for keeping copies of your solutions

## STUDY THESE CLUES

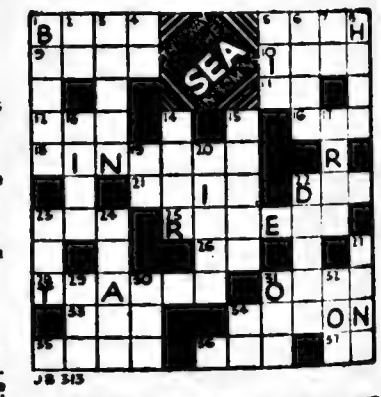
### ACROSS

1. Rabies wear them for meals
5. Wise wife respects his smallest one
9. By word of mouth
10. Preposition meaning "in"
11. Both ends of town and middle of a volcano
12. They make a pair
16. Look!
18. Describes genuine good wishes
21. What two make
22. It's better for a little man to have a busy one
23. Samson used the jaw-bone of one
25. Are people of roaming disposition
26. End of appetite and two-thirds of a drink
28. Missionaries have left these in far off lands
31. Giant in fairy tale
33. Reverse first word of a Clue above
34. May be suspected in mysterious fire
35. Youngster is rarely anxious for this
36. If you hold on to this too long you may lose it
37. Remove the centre from tent

### DOWN

1. Wooden ones were common in olden days
2. Ireland begins with
3. Some make big profits by manipulation of this
4. Together in middle of Isle and just separated in peninsula
5. You get more fun out of life if you've this
6. Country ones often have queer signs
7. Saint or street
8. Repeated dishonesty will land lad in one
13. When backing horses without these the punter may lose
14. Changing this quickly gets some out of tight corner
15. Explains why he gets ahead so well
17. More than one of 33 across
19. Take two things like eggs from coop
20. Heads and windows are often broken in these
22. Taking these will affect your life
23. Highbrows sniff at the sensational kind
24. They've saved many a sailor from joining Davy Jones
27. Law may stop you putting this up as you wish
29. Lop a little off tree
30. Don't let it out of the bag
31. Mineral in the rough
32. Ruins timber but often makes Member
34. What Actor starts with

JB 313



JB 313

JB 313

JB 313

### READ THESE RULES AND CONDITIONS.

1.—Complete puzzle in ordinary ink, not copying ink or copying-ink pencil, cut out the whole entry form, whether both puzzle squares are used or not. Entry fee for two squares is SIXPENCE. For four squares send ONE SHILLING. Make Postal Order payable to Odhams Press Ltd., and cross it /& Co.; write name and address and date of posting on back of P.O., and fill in the number upon Entry Form; send Entry Form by post as directed, to reach us not later than NOON, Thursday, July 11, 1935.

2.—**In addition to two sixpenny entry forms from "John Bull" each entrant may submit TWO EXTRA SIXPENNY ENTRY FORMS, provided these are taken from "John Bull's" type weekly "Crossword Gazette." No entrant may submit more than TWO ENTRY FORMS from "John Bull" plus TWO from "Crossword Gazette."**

Should any letter square be left blank, contain a letter which is not clear, or altered or not given in ink, the corresponding letter on adjoining Entry-square will be regarded as entrant's intended letter for both Entry-squares. If entrant's solution cannot be so decided, entry-square concerned will be disqualified, as will any mutilated coupon. No responsibility is accepted for any entry lost, delayed, not delivered, or mislaid, and no correspondence will be entered into.

3.—Winner of this contest will appear in "John Bull" on sale Thursday, July 25, 1935. Should any competitor not announced as a winner have entered a coupon eligible for a share of the First Prize, he must demand a scrutiny by first post Tuesday, August 6, 1935, in accordance with directions given with result. Any such scrutiny which may amend the result must be accepted as final. No scrutiny can be conducted in connection with the Runners-up prize of £150. Accordingly entries are accepted only on condition that the result of our double searches establishing these winners is regarded as final. Errors are computed according to the number of words which wrongly answer the Clues given.

4.—In the event of a tie, a prize will be divided, but no competitor may receive more than one award per contest. Should first prize be shared £800 cash will be paid instead of the three-in-one award.

5.—Readers in Scotland are debarred from and cannot enter this competition. Any entry form bearing an address in Scotland will be disqualified.

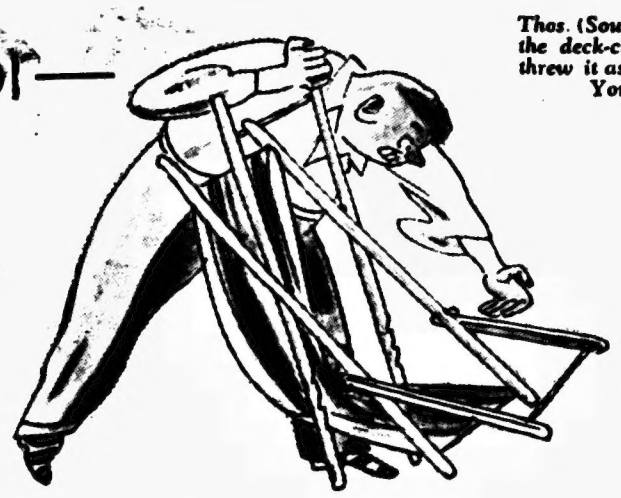
6.—Failure to comply with any of the conditions involves disqualification.

7.—Employees of Odhams Press Ltd. and members of their families are not eligible to compete.

**NEWSAGENT'S PRIZE.**

A special prize of £5 will be awarded to the Newsagent from whom this contest's first prize winner usually purchases his copy of "John Bull."

# The Editor—



# —Laughs Last

ARAH (Hull).—"Where is the best place to be during a thunderstorm?" Out of it.

A. S. (Launceston).—"I know a far better method than having your suit cleaned." Not letting it get dirty?

T. Y. (St. Andrews).—"You get true enjoyment from a game with a young baby in it." Far from it!

DAD (Clacton).—"One good point about my son—he can face a spanking." But no boy faces a spanking.

W. T. (Derby).—"Time is the great healer." But any woman will tell you it's not much good as a beauty doctor.

T. G. (Manchester).—"What are people reading to-day?" Holiday advertisements, time-tables and pass-books.

N. T. (Watchet).—"I always have my hands full when I get home." Holding the wool for the wife?

GEORGE P. (Weston).—Do you think I'm superstitious because I get spots before my eyes?" No—dotty.

HOUSEWIFE (Reading).—"The drawback to wash-day is one's work at the washing-board." That's the rub.

MRS. A. (Perth).—"I soon cured my husband of worrying me to darn his socks." You darned his socks?

N. I. (Hunstanton).—"Now that I've bought a hose-pipe for my lawn, what more do I want?" A dry spell.

E. K. (Godalming).—"I enclose an article which I feel sure you will jump at." Or on.

VISITOR (London, W.).—"There is nothing beyond the sand and the sea at an English resort." What about the horizon?

A. K. (Oban).—"I have no fault to find with the type, binding and paper of the modern novel." They are all right until they get together?

LEMONADE MFR. (Charlton).—"He allowed me to pay my debt in bottles of ginger-beer and lemon-squash." So that's how you liquidated your liability?

F. W. (Taunton).—"The school-boy of to-day has ambition to get to the top of the tree." Especially if it overlooks a good cricket match.

D. C. M. (Northampton).—"Most of our girls will be seen in sun-bathing costumes during the holiday months." So will most of each girl.

SCIENTIST (Kensington).—"If the Martians came to earth, it is a popular belief that they would chop us up and keep us in jars." Preserve us!

MISS DAPHNE (Sudbury).—"Although I had my new summer frock on, I did not shrink from the long walk in the rain." Did it?

G. L. (Yorks).—"A local J.P. and I started together to climb to the top of the mountain, but I got there first." So you were up before the magistrate!

E. F. (Shipley).—"Did you see that a negro, cured by a doctor of a spinal complaint, has turned white?" That must have happened when he saw the bill.

SCHOLAR (Liverpool).—"I was recently given a terrible ragging for wearing the wrong school blazer." You were in it up to the neck?

P. E. (Manchester).—"I attribute my success in business to growing a moustache." In other words, by keeping a stiff upper lip!

HAPPY (Shrewsbury).—"Laugh and grow fat is my motto. Very few things annoy me, and among those things are buttons." But you even laugh those off?

T. J. (Shildon).—"The average provincial waiter is very slow." While, just to balance things, he makes his customers fast.

TRAVELLER (Bournemouth).—"When in Greenland I noticed that the summer there is very much like our winter."—And so is our summer, up to now.

AIRMAN (Croydon).—"When first I started to fly I dreaded getting out of the horizontal, but now think nothing of flying upside down." You can do it on your head?

CHEERFUL (Croydon).—"Two years ago it was hard put to find wages for my reduced staff, but to-day my weekly wages cheques, of much larger amounts, are signed with pleasure." Signs of better times?

A. G. H. (Manchester).—"A controversy in my newspaper has been annoying me so much that to-day I wrote a letter describing the other correspondents as a lot of sheep." The sheep will now be washing for their pens.

## THE KID

FATHER (Poole).—"Following an injury to my son's leg I had a large bill from the doctor." Which you had to foot?

HORACE (Skipton).—"Whatever fashion writers say, I am going to hang on to my plus-fours." Wouldn't it be better to get a belt?

A. D. (Bournemouth).—"I find it hard to settle down at eighty years of age." And many half that age find it hard to settle up.

MUSICIAN (London, S.W.1).—"To get a job as pianist in a first-class dance band a man has to know a great deal." And have his job at his finger-tips.

TOM B. (Lifton).—"I forgot myself so much as to storm at the photographer when he showed me the proofs." It wasn't like you, then.

BLACKSMITH (Salisbury).—"I lead a blameless life and can safely say that I haven't a single vice You must be handicapped in your business.

*Thos. (Southport).—"I wrestled with the deck-chair for ten minutes then threw it aside and went for a walk."* *You couldn't stand it?*

E. L. (Leeds).—"Courting in motor-cars is dangerous." So is courting.

D. N. (Taunton).—"Dress clothes give a shy man courage." Showing a stiff front.

D. P. (Grimsby).—"Never be certain of anything; only fools are certain." We suppose you are certain of that?

D. L. (Bow).—"Too many of us suffer from a disease the doctors cannot be got to take an interest in." Poverty?

B. H. N. (Banbury).—"My fiancé has turned teetotaler since becoming a trapeze artist." He's scared of a drop?

C. J. T. (Guernsey).—"Most British railway stations are extremely ugly." Yet they are built on fine lines.

T. P. (Frimley).—"My new groom is the most reliable I have ever had." He's a stable lad, in fact.

T. L. (Sunderland).—"A man should have something in the way of an evening out occasionally." He has, and she is.

BILL (Twickenham).—"What is drinking lukewarm tea supposed to be a cure for?" Getting up late for breakfast.

J. G. M. (Chelsea).—"Speaking of nursery rhymes, who first made that great song about sixpence?" A Scotsman, we'll warrant.

ORGANISER (Leeds).—"Swimmers should get together more." They do—every time we want a bathing-hut.

FARMER (Pulham).—"A good thing to do to prevent attack by a bull is to move the arms rapidly up and down." We prefer to move the knees rapidly up and down.

DANCER (Maidenhead).—"Although I've only just taken it up, I've learned to dance in no time." But surely your partners like to follow the band sometimes?

G. E. (Dovercourt).—"Doctors never take their own medicines." You think they haven't the courage of their concoctions?

L. L. (Worcester).—"Should I go to law about the neighbours' fruit trees which overhang my garden?" You should certainly take steps.

MISS R. G. K. (Rock Ferry).—"What would you think of a boy whose only interest in life was paper-chases?" Scatterbrained.

W. H. T. (Slough).—"It was with a very light heart that I set out to pay everybody I owed any money to." And a very light pocket that you returned with.

B. T. (Folkestone).—"I didn't tell my partner that I was playing bridge for the first time." We don't suppose you had to.

J. N. (Ealing).—"I am very fed-up, as my business is gradually going down and down." Yes; digging wells must be monotonous work.

HORTICULTURIST (St. Albans).—"Flower shows have of recent years developed into battles between the entrants." The wars of the roses.

D. B. (Welwyn).—"Sitting with my back to the driver when motoring makes me feel sick." Well, if you hikers will sit on the tail-boards of lorries....

F. J. (Stoke).—"A Surrey roadmender who accidentally exploded a gas main and thereby blew up a grocer's shop has been fined." For shoplifting?

D. S. (Leicester).—"One minute the spectators were basking in the sunshine, and the next they were dashing into the pavilion to escape the storm." Swelter!—Pelter!—Helter-skelter!—Shelter?

P. T. B. (Swansea).—"My wife is all the world to me." Then why not show the world to your wife? A Family World Cruise, £1,000 cash and £6 Weekly Life Pension are finally offered for a few words on pages 42 and 43.

EXPLORER (Park Lane).—"Caught in a hurricane which hurled trees and boulders through the air, I dug a hole in the ground and hid in it." You lay low until things blew over?

MOTOR CYCLIST (Ravenglass).—"I was speeding along the road at about 50 miles per hour when a speed cop pulled me up and pointed out that my trousers were on fire." So he stopped you for scorching?

*(Many replies unavoidably held over)*

*IF you are troubled by any matter—except, of course, of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.*


# UNSIGHTLY HAIRS...

## ...Kill Romance

Nothing destroys a woman's charm in the eyes of a man so much as ugly superfluous hair. Yet no woman dare use a razor, because it simply makes the hair grow faster, and all depilatory pastes hitherto known have been evil smelling and dangerous. Now Science has discovered a perfumed toilet cream called New Veet which ends unwanted hair in 3 minutes. You just apply it from the tube and then wash off with water. The hair simply falls away, leaving the skin soft, smooth and white. No ugly dark patch like the razor leaves, because the hair is removed *below* the skin surface. New Veet is just like a sweetly scented toilet cream, and as easy and pleasant to use. Successful results guaranteed or money refunded.

NEW VEET
**Reduced Prices**
~~1/6~~ size *Now* 1/3

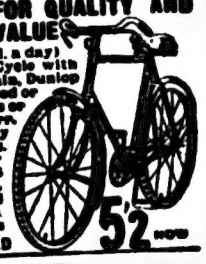
**STICK TO YOUR GUNS**

If someone attempts to sell you an adhesive other than SECCOTINE—refuse it! Tests have proved SECCOTINE to be twice as strong as others. It sticks everything . . . in a grip of iron. In tubes everywhere, 4½d., 6d. & 9d. Free Booklet from Dept. J.B., M'Caw Stevenson and Orr Ltd., Belfast.

**SECCOTINE**
THE DOUBLE STRENGTH ADHESIVE
*STICKS EVERYTHING*

**GRAVES** BEATS THE WORLD FOR QUALITY AND VALUE

8/2 per month (less than 2½d. a day) buys the Graves "FLIGHT" Cycle with Dunlop Saddle, Coventry Chain, Dunlop Tyres, Chromium Plate, Raised or Dropped Handlebars. Lady's or Gent's with Accessories. Carr. Paid £3:17:6 or 8/2 monthly No charge for Easy Terms. With Sturmey-Archer 3-Speed £4:17:6 or 6/6 monthly. Catalogue Free. Ladies', Gent's, Juveniles', and Tradesmen's Cycles, Tandems, Roadsters, Racers, Club Models



52 NOW

J. G. GRAVES Ltd. SHEFFIELD

# Kidneys Must Clean Out Acids

The only way your body can clean out health-destroying Acids from your blood is through nine million tiny Kidney tubes or filters, but beware of cheap, drastic, irritating drugs. If Kidney or Bladder Troubles make you suffer from Getting Up Nights, Nervousness, Rheumatism, Backache, Dizziness, Circles Under the Eyes, Dry, muddy Skin, Irritating Acidity or loss of Vigour, don't take chances. Get the Doctor's guaranteed prescription Cystex (Siss-Tex). Brings new vitality in 48 hours and is guaranteed to make you feel 10 years younger and to cure in 8 days or money back. Cystex costs only 3/- at Boots, Taylors, Timothy Whites, and all chemists. The guarantee protects you.

**FREE! A TRIAL TUBE OF EUTHYMOL TOOTH PASTE!**

A free 7-day trial tube of Euthymol will be sent to readers who write to Euthymol (Dept. 67/86), 80, Beak St., London, W.1, or fill in the Coupon in the advt. on page 30.

# WIN A HUGE PENSION.

# £6 WEEKLY FOR LIFE

RECORD 3-IN-1 "BULLETS"

## ENTER BY SAT., JULY 13!

TO-DAY brings you an enormous but final opportunity to win health and life-long independence—and take your family round the world in millionaire luxury.

**On Friday, July 26, some entrant is going to receive a dramatic First Prize telegram; imagine for a moment that you are that competitor.**

**A few days later, if you have decided to accept the Record 3-in-1 prize rather than a lump sum, a £1,000 cheque will arrive.**

On the following Saturday morning you will receive your first £6 Pension Cheque from JOHN BULL—and every Saturday as long as you live will bring you a similar substantial payment. Later, you will set out on a glorious Family World Cruise in s.s. *Empress of Britain*, such as one *Bullets* family have already enjoyed.

The attractions of *Bullets* Record Holiday Offer do not end with this colossal First Prize; there are 100 substantial Holiday Cheques waiting to be won, and altogether 12,601 awards are awaiting winners. Moreover, the entry you make this week automatically qualifies you to receive an extra £5 Continuity Bonus with any of next week's 50 chief prizes which you secure.

Never before have a few days for making up *Bullets* held such a series of thrilling prize opportunities. Get busy on your efforts to-night, see that they are in by Saturday, July 13—and JOHN BULL'S Record 3-in-1 Holiday Prize may be your gigantic reward!

## How to Make Your World Cruise "Bullet"

WITH pencil and paper handy, take each *Example* in turn and consider what rough comment you can add to it. Now, since a *Bullet* must consist of TWO, THREE or FOUR words, your next course is to go back to each of your rough ideas, seeking to compress those first thoughts of yours into apt and original comments.

For instance, your rough note on the *Example* ON THE EMBANKMENT, might read, *Some Members Should Be.* Retaining that broad idea but polishing the phrasing, you could easily arrive at the completed *Bullet*, ON THE EMBANKMENT—"SEATS" SOME MEMBERS DESERVE.

Before starting on your prize *Bullets*, however, you will be wise to study the good points of recent big winners, some of which we recall for your guidance below:—

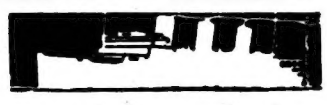
OUR CHICKS—"COOP" US—RECOUP US.
SECRET DIPLOMACY—OMITS YOU—COMMITS YOU!
WITH MIGHT AND MAIN—FIGHT THAT "MIGHTIER" MANIA!
CROONING—CALLS FOR "LINGERING EXECUTION."
MELODY OF LOVE—MADE THEIR "COTTAGE" "GRAND."
TERRIBLE BLOW—THEN KINDNESS "STAGGERED" US.

Most important of all, *begin now.* You have only until Saturday, July 13, to get your World Cruise *Bullets* to JOHN BULL, so every moment is precious if you want that First Prize wire on Friday, July 26.

## Add 2, 3 or 4 words to any "Example"

TAKE CARE, BRITANNIA
IF GOVERNMENT HURRIES
WAR IS MADNESS, SO
WHY LIFE'S LIKE CRICKET
ARMAMENTS FACTORY
WONDERFUL WEATHER
WHEN FATHER'S BOSS
SHOCK FOR THE WORLD
CAPTAIN OF THE TEAM
THANKS TO HER MOTHER
ON THE EMBANKMENT
SHOWS HE'S NOT HONEST
TRAMP, TRAMP, TRAMP
HUMANITY'S LIGHTHOUSE
WITH TEARS IN HER EYES
ONLY TO BE EXPECTED
CRIPPLED
PAYING GAME
HOLIDAY GIRL
LATE HOME
WITHOUT WIFEY
RICH REWARD
FOR BABY
CERTAIN DEATH
BETTER WAY
CLEVER DOCTOR
"YOU FOOL!"
GOING AWAY
BLUNT WORDS
WAGES
AGAINST HER
FROM A TO Z
WORK OF YEARS
MANAGER BALDWIN
TO CLEAR HIS NAME
WORTH THE MONEY
AWKWARD SUBJECT
RUSH FOR SHELTER
SEASIDE ROMANCE
IN HITLER'S GARDEN
HAPPY HUSBAND
WHY SHE STOPPED
JUSTICE DEMANDS
PAT ON THE BACK
IF HE GETS TIME
MAN IN A GAS-MASK
FRIENDLY SMILE
HEALTHIER NATION

## *Round the World on a 'Bullet'*



Continued from page 26

It looks as if a whole town must be going up in flames. We assume it is some oilfield on fire.

Then lights through the port-holes as we go to bed. Here is New York!

*Monday, May* 20: As we glide slowly up the river we get a fine view of the Statue of Liberty.

We visit the Empire State Building, 102 floors and the tallest in the world, climbing the 1,220 ft. to the top in a few minutes.

The whole of New York City, with its encircling rivers, lies spread out before us. Below us a veritable forest of skyscrapers reach up enviously to where we stand pinnacled above them all.

In the world's biggest theatre we see some excellent pictures of the Silver Jubilee procession. They gave us quite a thrill.

We hear syrens shrieking and see several fire engines dashing across the road. We see police cars with syrens shrieking doing a good 70 m.p.h. through the traffic of Fifth Avenue, completely disregarding the traffic signals.

*Tuesday, May* 21: The time has come to sail for England! We move off slowly amidst a rain of coloured paper streamers and the hoots of the river craft.

Slowly we gather speed, and the figures on the wharf become mere specks. The tall skyscrapers of the lower end of Manhattan glide by. Soon we are out of the narrows, the river widens till the shores are lost to view, and we are heading for the wide stretches of the Atlantic.

There are presents for us on that journey home, farewell parties galore, the heart-grip of impending parting.

And then—

*"After voyaging 30,000 miles"*

*Tuesday, May* 28: The day breaks with a bright sun shining and the sea perfectly calm. After breakfast we get on deck and sight the Isle of Wight.

Very soon we are rounding "The Needles," and, a little later, we descend to lunch just as we enter Southampton Water.

Slowly we glide up its length till taken in tow by tugs, and at last, crowding to the rail, we line the ship's side as our great vessel is brought ever so slowly to the quay.

On the shore are crowds come to greet friends. We eagerly scan the upturned faces. Yes, there is the Competition Editor of JOHN BULL and yes, there is our daughter!

Frantically we wave, impatient for the gangway to be put ashore.

In a few moments, after voyaging over 30,000 miles and an absence of over four months, we have our daughter beside us again.

And now for good old London—and dinner at the "Trocadero." Afterwards, as we step out to our waiting taxi, the lights of Piccadilly Circus, the hub of the Empire, flash around us.

JOURNEY'S END.

## RESULT of COMPETITION No. 987

**First Prize, £600 and Holiday Week at Blackpool, or any other British Holiday Resort, for Two.**

**J. BELLAMY, 9, Blomefield Road, Rye Avenue, Norwich.**

Example: LIFE OF LEISURE
Bullet: FORGET, FOR FEW GET.

### SECOND PRIZE OF £50:

A. RICHARDS, 53, Washington Street, Netherton, near Dudley, Worcs.
Example: On The Pier
Bullet: "Spray": She's Seeking—Orange-blossom.

### THIRD PRIZE OF £40:

J. C. WALLIS, 337, Stockport Road, Levenshulme.
Example: Sunny Days
Bullet: Help *Fill* Health's "Reservoir."
(Entered on "Season Ticket" coupon.)

### OTHER PRIZES:

**£30:** S. H. LAMBLE, 14, Victoria Road, Teddington.
The King's Navy—"Reduced," In "Better Circumstances."

**£20:** T. KELLY, 31, Old Lane, Beeston, Leeds.
Outside The Gates—War-monger—Unknown Warrior, "Sentry."

**£15:** L. L. BENCE, 77, St. Thomas Street, Wells, Somerset.
Mad Scramble—Made Lunatic Scramble Back!

**£10:** A. J. WILLIAMS, 28, Manselton Road, Manselton, Swansea.
Moving—In Steadfastness, "Immovable" Faith.

**£9:** L. F. CHILVERS, 70, Waterloo Road, Norwich.
Auntie's Costume—Revives "Nineties"—Stuns Hundreds.
(Entered on "Target" Prize coupon.)

**£8:** L/Cpl. J. FLINN, The Royal Scots, Citadel, Dover.
On The Safe Side—"No Side," Beside Fireside.

**£7:** W. PIERCE, 2, Brookfield Terrace, Pwllheli.
Her People—"Royal Blood"—Borrow Half-crown!

### 10 OF £6 EACH:

Mrs. BLANCHFIELD, 11, Swiss Road, Fairfield, Liverpool.
Auntie's Costume—Praised—Eye On "Sinking."

Mrs. G. BURNS, 835, Dumbarton Road, Dalmuir, Glasgow.
Should Be Stopped—Ears—Or Father's Tooth!

J. CRANE, 45, Bath Street, Hulme, Manchester.
Sonny's Holiday—Invaluable—"Decent Spot, Fritz!"

A. H. CUDMORE, Hennock, Newton Abbot.
Swimming — From "Whirlpool" — "Lucia Island"

A. GOUGH, 44, Bradleigh Avenue, Grays, Essex.
"How's That?"—Mother-in-law Asks—I'm "That."

G. F. KNOWLES, 5, Clare Road, Cwm Parc, Treorchy, Rhondda.
Coming Home—Wastrel—Until Fare's Sent!
(Entered on "Target" Prize coupon.)

R. MURRAY, The Lodge, Glasshouse Hill, Stourbridge, Worcs.
Life Of Leisure—*Unluckily* My "Cards" Show.

L. SCHOFIELD, 4, Lunan Terrace, Leeds.
Old-fashioned—Grandma—*Opinions* Have "Frills."

Mrs. SYLVIA, 237, Coldham's Lane, Cambridge.
Her People — Have "Ancestors" — Mine "Past"!
(Entered on "Target" Prize coupon.)

E. WARREN, 53b, Cromford Road, Langley Mill, Notts.
Her People—"Visiting Team"—Of *Umpires.*

**A list of 30 £5, 50 £2 10s. and 500 2s. 6d. winners can be seen at the offices of "John Bull."**

**Result of £20 Bonus offer will be announced next week.**

**ALL WINNERS HAVE BEEN NOTIFIED.**

## NOW FOR YOUR WORLD CRUISE—HURRY!

# FORTUNE and WORLD CRUISE for a few words

## with £1,000 Cash plus FAMILY WORLD CRUISE

HOLIDAY PRIZE MUST BE WON - OR ONE

*in Millionaire Luxury aboard*

S.S. "EMPRESS OF BRITAIN"

as just enjoyed by Mr. & Mrs. C. H. Turner and their son, completing "Bullets" First Prize of £5 weekly for life, £1,000 and Family World Cruise won in "Bullets": No. 942 by Mrs. Turner.

29,650 MILES IN BRITAIN'S FINEST LUXURY LINER

France, Italy, Greece, Palestine, Egypt, India, Ceylon, Straits Settlements, Siam, Philippine Islands, China, Japan, Hawaii, San Francisco, Hollywood, Panama Canal, Havana, New York—see them all at "John Bull's" expense on the next World Cruise of s.s. "Empress of Britain"—Winner's two children under 10, or one of 10 or over, may be taken on voyage.

HUGE LUMP SUM OF £3,250

Don't miss your share of this...

**£250 CONTINUITY BONUS**

Enter for this World Cruise Contest, No. 990, and for Huge Holiday Offer, No. 991, to follow; if you win any of the 50 chief prizes in latter contest, you will thus qualify for an extra £5 Continuity Bonus.

100 OTHER BIG HOLIDAY PRIZES

| | | | |
|---|---|---|---|
| £200 | £100 | | |
| £50 | £25 | £20 | £18 |
| £16 | £14 | £12 | £10 |
| £9·10s | £9 | £8·10s | |
| £8 | £7·10s | £7 | |
| £6·10s | £6 | £5·10s | |
| £5 | 80 of £2·10s | | |

500 of 2/6 · 2,000 "Red Seal" · 10,000 "Targets"

Closing Sat. July 13 – First Prize Wire, July 26

**ENTER ON COUPONS BELOW BY SATURDAY, JULY 13.**

EXAMPLE
BULLET
EXAMPLE
BULLET

(990) Closing SAT., July 13. | P.O. No. ..... I agree to enter in accordance with the rules announced on this page. With 1 Coupon send P.O. for 6d. | Signed ..... Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(990) Closing SAT., July 13. | P.O. No. ..... I agree to enter in accordance with the rules announced on this page. With 2 Coupons send P.O. for 1s. | Signed ..... Address .....

**"Bullets" must consist of TWO, THREE or FOUR words.**

EXAMPLE
BULLET
EXAMPLE
BULLET

(990) Closing SAT., July 13. | P.O. No. ..... I agree to enter in accordance with the rules announced on this page. With 3 Coupons send P.O. for 1s. 6d. | Signed ..... Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(990) Closing SAT., July 13. | P.O. No. ..... I agree to enter in accordance with the rules announced on this page. With 4 Coupons send P.O. for 2s. | Signed ..... Address .....

**If you wish to enter further "Bullets" you can write them on plain paper.—See Entry Fee notice.**

## FREE COUPON FOR "BULLETS" No. 990

**THIS COUPON,** if enclosed with four or more entry-paid (or prize) coupons for *Bullets* No. 990, all bearing same name and address and enclosed in one envelope, enables you to submit two World Cruise *Bullets* ENTIRELY FREE.

EXAMPLE
BULLET
EXAMPLE
BULLET

**IMPORTANT** This Gift Coupon is valid only as above and must be enclosed with four or more entry-paid or prize coupons, all enclosed in one envelope and bearing same name and address. Signature constitutes agreement to Rules and Conditions in "John Bull." | Signed ..... Address .....

**READ THESE RULES CAREFULLY.**

1. The First Prize will be awarded for what, in the opinion of the judges, in consultation with the Editor, is the best Bullet received and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

2. Only two attempts may be written on each coupon and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to John Bull and crossed & Co. Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects and acceptance of this rule is an express condition of entry. Employees of Odhams Press Ltd., and their families are not eligible.

**The original cheque for £750 chosen by the First-prize Winner in Competition No. 936 will be displayed in the window of Mr. Pendlebury, 101, Alberta Road, Bush Hill Park, Enfield.**

**NEWSAGENTS' PRIZES.—Cheques for £10, £3 and £2 respectively will be paid to the Newsagents from whom the winners of the three chief prizes in "Bullets" No. 990 usually purchase "John Bull."**

## ENTRY FEE

With 1 Coupon send P.O. for 6d.
" 2 Coupons " " " 1s.
" 3 " " " " 1s. 6d.
" 4 " " " " 2s.*

(* Enables sender to use GIFT COUPON)

Extra efforts may be entered on plain paper at the rate of 6d. per pair—and one free pair is allowed in this contest for each four 6d. entries.

**Address Entry to:—**

**"BULLETS" No. 990,**
**"John Bull," Long Acre,**
**London, W.C.2**
**(Comp.)**

# Why THIN PEOPLE Are Unpopular!

## BONY, ANGULAR, UNATTRACTIVE WOMEN & WEAK THIN MEN NEVER GET THE BEST OUT OF LIFE

## How You Can Possess Subtle, Alluring Curves, Firm, Solid Flesh, and a Beautiful, Healthy, Well-Developed Figure

**TRY IT FOR SEVEN DAYS**

Thin people never attain real popularity. They always seem to be pushed into the background. Why? The explanation is simple.

**Women are not attracted by a thin, scraggy, lean, weedy man. He never seems a REAL MAN somehow.** His presence does not inspire confidence. He is usually awkward in his movements and not a companion of whom a woman can really feel proud.

It is for the same reason that men dislike the too-thin, undeveloped woman with "salt-cellar" depressions, protruding bones and awkward, unlovely lines.

**She has not the vivacity and allure.** She is usually nervy, petulant, unhealthy-looking and uninteresting.

WELL-BUILT MAN:—"Well, Mary, we've certainly discovered the way to possess well-built healthy figures. I wish somebody would tell that poor skinny chap over there about it."
WELL-BUILT WOMAN:—"Yes, I'm sure 'IRVONA' would do the same for him."
SKINNY MAN:—"I wish I could put on weight!"

## NO NEED TO BE THIN

The reason for this is definitely a medical one. It is a well-known fact that three-quarters of the weak, ailing people of this world are recruited from the ranks of the too-thin. They lack that vital "something" which the sturdier and more robust possess in such ample measure.

**But to the many thousands of such afflicted men and women we say with the utmost confidence that there is no need to suffer any longer.**

Thanks to scientific research, easy means have been found to remedy these distressing conditions which are a menace to Health. Such a remedy is now available to YOU in the form of convenient sugar-coated tablets called "IRVONA" Brand Nerve and Body Builder.

## WHY BE TOO THIN?

*It's a tragedy to be referred to as skinny, but honestly can you blame people for doing so? That Skinny, Angular Frame can never be becoming . . . no clothes fit you properly . . . even a bathing costume does not suit you. But there is no need to be Thin and Weak NOW! However thin you are commence INSTANTLY YOUR 7 DAYS' TRIAL of*

# IRVONA
BRAND

## BUILDS BEAUTIFUL BODIES

## PERFECTLY REMARKABLE REMEDY

It is perfectly marvellous what "IRVONA" will do, and such is the confidence of the firm in question that they are willing to allow a complete 7 days' trial of "IRVONA" Brand to anyone suffering from the unhappy conditions described above.

Every reader of this paper who is Too Thin is urged to accept this generous offer AT ONCE, and thus prove beyond all doubt what a transformation "IRVONA" can accomplish.

Thin people are nearly always nervy and almost without exception weak and unhealthy. **They look half-starved . . . they feel half-starved . . . they ARE half-starved because the very reason is that they cannot extract enough nourishment from what they eat!** No matter how much they cram rich foods or feeding oils into their bodies—it makes no difference! Their systems can't use these products!

But "IRVONA" puts this matter right from the start!

### WHAT "IRVONA" WILL DO FOR THIN WOMEN

In place of a skinny, unattractive and unlovely figure "IRVONA" quickly enables you to put on firm, solid flesh, and gives you

—SUBTLE, ALLURING FIGURE LINES.
—SHAPELY, WELL-DEVELOPED LIMBS.
—BUBBLING VIVACITY and HIGH SPIRITS.
—A WELL-DEVELOPED FIGURE and
—BEAUTIFULLY PROPORTIONED BODY.

### THIS "IRVONA" WILL DO FOR THIN MEN

YOU need not be Skinny and "Scraggy" now that this wonderful "IRVONA" is available to all. You, too, can gain

—A DOMINANT, MANLY, VIRILE PRESENCE
—A WELL-FORMED HEALTHY-LOOKING FIGURE.
—WELL-PROPORTIONED LIMBS.
—THAT WONDERFUL ALL-ROUND DEVELOPMENT WHICH COMPELS ADMIRATION.

YOU, whatever your age and sex, are urged to commence AT ONCE YOUR 7 DAYS' TRIAL of "IRVONA" Brand Tablets.

**"IRVONA"** sets about Body Building instantly. First it increases the Nervous Force. Thereafter everything you eat **DOES YOU MORE GOOD.** In addition to this **"IRVONA"** supplies to the blood the powerful flesh and body-building elements which it may lack.

Remember that excessive thinness indicates that your body is unable to extract enough nourishment from what you eat. That "half-starved" effect is, in reality, semi-starvation. **For your health's sake you must build up your body with "IRVONA."**

PROVE to yourself how "IRVONA" will strengthen you and will cover those bones with healthy flesh, fill out those hollows, smooth away those ugly angularities and make you well-moulded, shapely, well-proportioned and healthy.

### MONEY-BACK OFFER.

The Sponsors of "IRVONA" (Brand) are so convinced that good results will follow its use that they offer to supply through any Chemist, or direct, one week's treatment (1/3 post free) on the distinct understanding that any purchaser who fails to experience sufficient improvement to justify a continuance of the remedy may receive a refund of the full purchase money from IRVONA, 1, Gresse St., London, W.1, without any deduction.

1/3 1 WEEK'S SUPPLY
3/- 3 WEEKS' SUPPLY
5/- 6 WEEKS' SUPPLY

# IRVONA
BRAND

**Save Money by Purchasing the Larger Sizes**

# THE GREAT NERVE AND BODY BUILDER

*Obtainable from all Chemists, or Post Free by Sending the Price.*

## IRVONA, Dept. 29a; 1, Gresse Street, London, W.1.

*No proprietary rights are claimed in the preparation of this remedy. The London and Colonial Export Co., Ltd.*

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